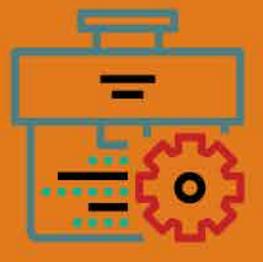




WHAT TO MEASURE



KNOW THE TOOLS

*The 4
Steps to Digital
Marketing Mastery*

THE PROCESS.

SETTING GOALS

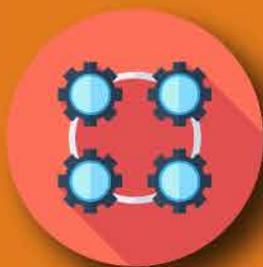


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INTRODUCTION

With over \$135 billion spend in online advertising globally, Digital Marketing is one of the fastest growing industries today, thanks to the innovative power of technology.

Did you know that the total number of Internet users globally will surpass 3 billion to reach 42.4% of the entire world's population this year?

That is one reason organizations worldwide are waking up to the revolutionary opportunity of internet marketing to fulfill various business objectives ranging from Sales, Marketing, CRM, and Research.

And this has created an ever increasing demand of skilled Digital marketing professionals.

However, this report is created for you to have an understanding of digital marketing.

Specifically, whether you are a professional or a business owner, you'll learn the core processes of digital marketing as it is used by the world industry leaders.

You'll find out the tools you need for digital marketing, and what to use them for. You'll even discover how to set the right goals to achieve maximum results and the power of metrics in digital marketing.

If you're reading this guide, chances are you're a marketing professional, 'wannabe' digital marketer or business owner who is learning the importance of online marketing.

So, let's just say...

The 4 Steps to Digital Marketing Mastery

At the end of this report, you will have a sharpened knowledge of digital marketing – a valuable skill that has the power to exponentially transform your business and career.

Now, without further introduction, let's get you to understanding the basics of digital marketing.

So, what is digital marketing?

Simply, digital marketing is marketing using the internet. As some would call it, it is internet marketing or online marketing.

It is that simple but...

Digital marketing is a broad term for a number of sub-disciplines. As a whole, it is the use of internet and technology to enable brands reach out to targeted audience, engage with them and ultimately drive sales.

But before we dive in deeply, let us define some common digital marketing modules.

- **AdSense:**

Google AdSense is an advertising placement service designed by Google for website publishers who want to display targeted advertisements on their pages to earn money when site visitors view or click the ads.

- **Content Marketing :**

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.

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- **Social Media Marketing:**

Social media marketing refers to the process of gaining traffic or attention to promote a product or service through social media platforms. Through social media marketing a company can address current and potential customers, current and potential employees, journalists, bloggers, and the general public.

- **Customer Acquisition:**

Customer acquisition in digital marketing is the set of methodologies and systems executed for acquiring and managing customer prospects that are generated by a variety of marketing techniques.

- **Conversion Funnel :**

also known as sales funnel is a phrase used in digital marketing to describe the journey a consumer takes through an online advertising or search system, to your website and finally converting to a sale. The metaphor of a funnel is used to describe the decrease in numbers that occurs at each step of the process.

- **SEO/Search Engine Marketing :**

Search marketing is the process of gaining traffic and visibility from search engines through both paid and unpaid efforts. Search Marketing encompasses: SEO, which is the practice of earning traffic to your website through organic (unpaid) search engine listings and SEM which is the practice of buying traffic and increasing visibility in search engine results through paid advertising.

- **Ecommerce Marketing:**

is the process of buying and selling of goods and services primarily over the internet.

- **Google Analytics and PPC Advertising:**

Google Analytics is a freemium web analytics service offered by Google to track and report website traffic.

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While Pay-per-click (PPC), also known as cost per click (CPC), is an internet advertising model, in which an advertiser pays a website owner each time one of their ads is clicked.

Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC.

Now, do you see that digital marketing is broad?

In fact, I could go on to mention a lot more but those are really the key ones you need to know.

These modules are interdependent of one another for a successful digital strategy.

Although it is possible to use some tactics without the others depending on set goals, keep in mind however, that a holistic approach to digital marketing yields greater results.

This guide will reveal the 4 important things that will help you understand digital marketing much better.

You'll learn about:

- *The digital marketing processes that make your strategies succeed.*
- *How to get the most of your strategies by setting the right goals.*
- *Tools needed to help you achieve your set goals.*
- *Data driven key performance indicators that help you make right decisions for optimization.*

Honestly, digital marketing is as simple as ABC if you understand it.

So, brace up.

Let's fly!

A top-down view of a person's hand holding a pen over a laptop keyboard. The laptop screen displays a grid of various images, including nature scenes and abstract patterns. The scene is dimly lit, with the laptop screen providing the primary light source. The text 'The 4 Steps to Digital Marketing Mastery' is overlaid in white, with a decorative horizontal line of diagonal slashes below it.

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STEP 1: The Process.

One of the most powerful secret of digital marketing is the automated process of taking customers from an unsatisfied before state to a transformed after state through a well-defined structure.

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There are different ways to refer to this sequence, but I like to call it the Customer Value Optimization Growth Plan as commonly used by Ryan Deiss of Digital Marketer and his team.

The CVO Growth Plan works because it follows the structure and sequence of normal, healthy human relationships.

In human relationships, when you meet someone for the first time, you want to be likable, so you put up a good first impression for a chance to gain his or her trust.

That's how the digital marketing process works too. It's about attracting target customers, and getting them to know like and trust you enough to buy from you.

The pictorial depiction looks something like this one below.

Attraction - Engagement - Conversion - Optimization

The real secret to getting great results with digital marketing is in understanding the CVO Growth Plan.

Many people who're new to digital marketing don't even realize that they need to understand this before going to social media to make posts and ask for sales.

And that's why a lot of people end up failing with their digital strategies – it's simply because they are missing this crucial step.

So, the first thing you need to do is to begin with the end in mind. What are you offering to the marketplace? Who is your target? Does your target want what you have to offer?

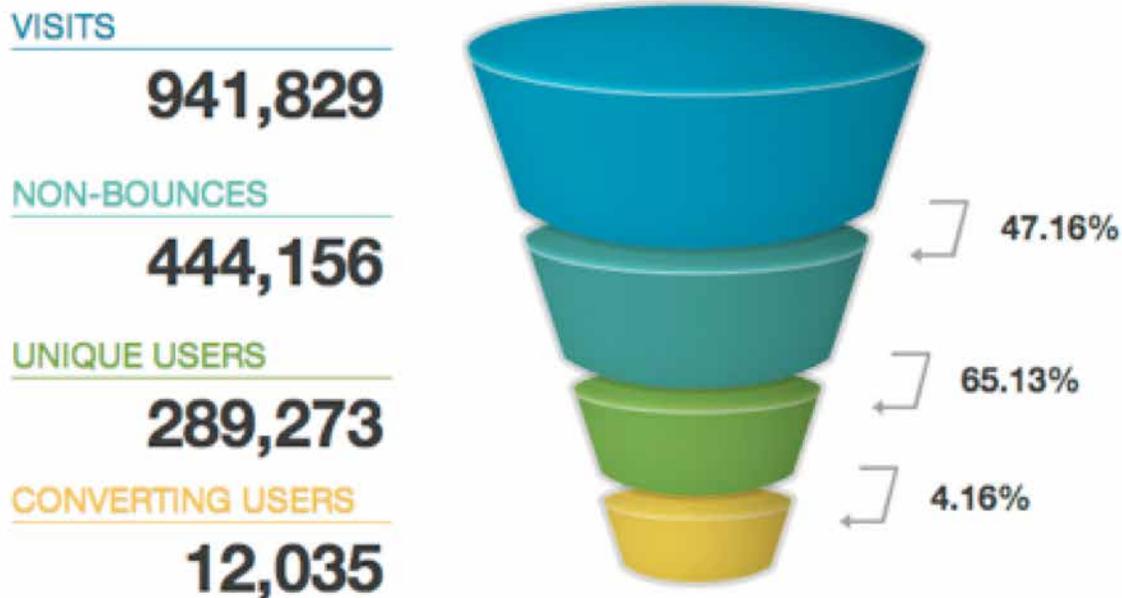
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How would you attract your target? What value will you deliver to have his attention? How can your target trust you? What is your plan to separate buyers from non-buyers?

These questions and many more are important to help you craft a profitable CVO Growth Plan.

The advantage of a CVO Growth Plan is to lower the cost of customer acquisition while increasing the immediate and lifetime customer value.

However, since selling is an exchange of value, it is important to create a CVO Growth Plan, conversion funnel or sales funnel as it is commonly called.



Knowing what, when and how to make offers in the marketplace is a crucial step for digital marketing success. So what do you need to build a CVO plan?

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5 Things You Need to Build a CVO Growth Plan

1. Lead Magnet
2. Tripwire or Low Cost Offer
3. Core Offer
4. Profit Maximiser
5. Return Path

How to Create a CVO Growth Plan

1. Determine your product market fit
2. Choose a traffic source
3. Offer a lead a magnet
4. Offer a tripwire
5. Offer a core product
6. Offer a profit Maximiser
7. Create follow-up series for each offer
8. Create the return path



STEP 2: Setting Goals.

Having understood the CVO Growth Plan, before you begin with digital marketing at any level, it is important to have a set goal. As with other things in life, starting out with anything without purpose increases the chance of failure.

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It is a fact that every brand, small or big, wants to increase its brand awareness and revenue, which apparently indicate the need to acquire customers and make sales – a common goal to all businesses.

This goal in itself is noble for sake of sustainability. Nevertheless, customer acquisition and increased sales are not the only benefit of digital marketing.

With digital marketing, you can also manage reputation, become an authority in your space through influencing, network with other influencers and ultimately make sales.

Making a sale is like popping the marriage question – you need to “court” your prospect first. Of course most people miss this step because they just want to sell.

It’s like wanting to discuss possible names of your children while on a first date with someone. It just doesn’t work that way. So when they create an online presence to boost their brand awareness and sales they wind up not achieving a lot.

You can avoid this by setting the right goals – this gives direction and helps you measure how you are faring. All you have to do is understand what stage of the CVO plan you are, and what to achieve.

For instance, if you want to attract new leads (customers) – you need to create an irresistible offer relevant to a specific target market. It is called a lead magnet in the CVO Growth Plan.

What a lead magnet does is to help you call the attention of interested people to your brand by giving something of value in exchange for their contact address – email preferably.

Do you understand that? Here is it in other words.

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Our goal was to attract leads (potential customers), so we created a lead magnet (an irresistible offer relevant to our target market). {Goal = Process}

It's that simple. You first set a goal, and then you determine the right strategy to accomplish it.

Before we move on to the tools you can use to get things done. Let's talk more about some common digital marketing goals and how to achieve them.

Trust me, you already know more than most people on digital marketing. Now, let's get ahead to the third step.

| Goals | Process |
|--------------------------------|--|
| To Increase Engagement | Distribute and share valuable content |
| Grow Website Traffic | Create valuable content marketing strategy |
| Increase Buyer frequency | Create a low entry barrier sales funnel, upsell and cross-sell |
| Reputation Management | Monitor and respond to customer service by practicing active listening. |
| Develop strategic partnerships | Find and associate with authoritative and influential individuals and brands online. |
| Follow-up | Be in constant communication and retarget. |
| Build or increase email list | Create useful resources, surveys, discount offers or webinars. |



STEP 3: Know the Tools.

If you have come this far, count yourself lucky
We will be looking at the tools you need in digital marketing. Note however, that there are a lot of these tools, in fact, for everyone I mention, there are at least 10 I didn't mention.

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So, you can also go ahead after reading this report to find whichever suits you.

I do not want to go into the details of what these tools do, so please go ahead to do some more research.

My goal is to help you know the tools you can use to achieve certain results.

| Tools | Use |
|------------------|---|
| Hootsuite | Helps you monitor and respond to mentions, share and schedule contents too. |
| Wordpress | is a content management tool that allows you to publish and manage your blog by yourself. It is the most commonly used content management system. |
| Active Campaign | is a web based email automation and CRM software. It is used to run email automation and campaigns and website tracking. |
| Survey Monkey | is an online based software that can be used to create surveys. |
| Google Analytics | is freemium web analytics service that lets you track everything that happens on your website and measure your advertising ROI as well. |
| Optinmonk | is an onsite retargeting platform, that helps you increase the conversion rate of your site, to get more leads from recovering lost visitors. |

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| | |
|-------------|---|
| GotoWebinar | is a software that lets you organize and deliver an online conference. |
| Hello Bar | is a conversion oriented service for website, that lets you design messages for your visitors. It provides tools and features that ensure correct timing of messages you want your visitors to see. |
| One Signal | is a website push notifications service that can be set to trigger autoresponder and segmentation messages. |

Like I said earlier, it is required of you to do some research about these tools for you to know which works best for you. Sometimes we just tend to like some brands than others, so go ahead if you are serious about this, to find out more.

These tools are valuable. You can't possibly be a digital marketer without using some of these if not all.

The last step matters a lot too. Let's jump in to it.



STEP 4: What to Measure.

I have once read a quote by someone whose name I can't remember right now that – “If it matters, measure it”.

Metrics are important in digital marketing. It is the use of data to assess the outcome of decisions taken in order to make the right decisions.

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For different part of digital marketing, there are certain things to measure.

But before we get on to mentioning them, I want to tell you why metrics are important.

Without a goal and KPIs, you can't optimize. This is why you need to identify metrics and goals first.

After identifying your KPIs, then you gather data to evaluate performance.

The advantage of this is that, from the analysis of the retrieved data, you can use your observations to develop competing variants for split testing, and then gather results again.

Don't be tripped by those words. That only means that, metrics help you evaluate the things you've done to know whether to create a new plan for maximum results.

You don't make changes or run split tests in digital marketing without regard to results because the goal is to curate and analyze data to turn insights into profitable campaigns.

There are a number of metric terms in digital marketing. Such as:

- **Conversion Rate :**

The conversion number divided by the unique traffic where 500 conversions/10,000 unique visitors equal a 5% conversion rate

- **Conversion Rate Optimization (CRO):**

is the process for increasing the number of people who convert on your site.

- **Average Order Value (AOV):**

is the average size of completed orders over a fixed period.

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- **Revenue per Visitor (RPV):**
is the value of each visitor over a fixed period.
- **Click through Rate (CTR):**
is a top funnel 'engagement' metric.
- **Cart Abandons:**
This is when a visitor adds an item to a cart and leaves without purchasing.
- **Bounce:**
When a visitor leaves your site without taking any actions.
- **Conversion Index:**
Shows the expected conversion range.
- **Funnel Analysis:**
A holistic analysis of your funnel's functionality.
- **Retention Rate:**
is the ratio of customers retained in comparison to ones lost after first transaction.
- **Site engagement rate:**
is a metric that measures the level of engagement that content on your website is receiving from an audience
- **List growth:**

The great Librarian Richard Yates once said "we are drowning in information but starved for knowledge".

Don't let that be you.

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Do you know that you already have a sound basic digital marketing knowledge than millions of people out there today?

I called it basic because - you indeed have a hang of this subject already, but the truth remains that this is only a tip of the iceberg.

At BFD, we offer an in-depth professional digital marketing training where we take participants in hand through the world of internet marketing.

Our staffs are trained by one of the world's best digital marketing institutes and this is our pride - to offer result-driven digital marketing services to small or large businesses and pass on the knowledge to interested people.

Our believe is that Nigeria needs more professionals in this fast growing industry and we are taking the lead to deliver quality digital marketing education.

Today and forever (unless the internet becomes obsolete), digital marketing is and will continue to be a valuable skill that has the power to exponentially transform your business and career.

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In Conclusion

While you certainly have learned a lot about digital marketing in this report, let me reiterate that we've only really just scratched the surface. And that's why I'd like to conclude by saying these.

- Would you like to become a certified digital marketing professional today? Then reach out to us now via info@bigfielddigital.com.
- If your primary interest is to build your own business, then you can't go wrong with this skill because it is crucial to business success and you won't need to pay anyone if you consider to deepen your knowledge
- If you need to know more about how to use digital marketing to scale your business, but don't want to do it yourself here is your chance. Reach out to us via info@bigfielddigital.com for a digital strategy consultation and your business will experience an increase in revenue and reach.

You'll be glad you did!

Thank you for taking time to read this report. For any comment, questions or inquiry, please send to info@bigfielddigital.com.

Think Big. Think Big Field Digital.

The 4 Steps to Digital Marketing Mastery