

# DIGITAL MARKETING FOR CELEBRANTS

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# Digital Marketing - What Is It?



- Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.



# What Should Digital Marketing Achieve?



- Before you begin creating social media marketing campaigns, consider your business's goals. Starting a social media marketing campaign without a strategy in mind is like wandering around a forest without a map—you might have fun, but you'll probably get lost.
- Here are some questions to ask when defining your social media marketing goals:
  - What are you hoping to achieve through social media marketing?
  - Who is your target audience?
  - Where would your target audience hang out and how would they use social media?
  - What message do you want to send to your audience with social media marketing?

# Digital Marketing Strategy

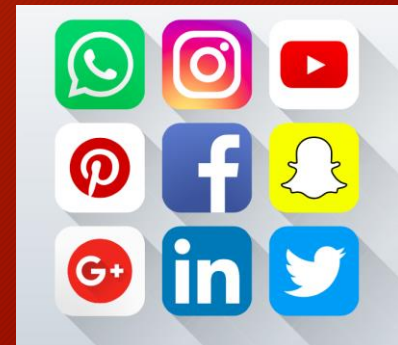


- It helps to set goals to give you a clear path to move your business forward from where you are now to where you want to be
- Ask yourself a few questions based on the following to help you decide on an appropriate digital marketing strategy
  - Who is your ideal customer?
  - Where are they?
  - What does your ideal customer want?
  - How will they find you?
  - How will you convince them that you are exactly what they are looking for?
  - What do you want them to do?

# Social Media Marketing Goals



- Social media marketing can help with a number of goals, such as:
  - Increasing visitors to your website
  - Building conversions
  - Raising awareness of your business services
  - Creating an identity and positive brand association
  - Improving communication and interaction with your target audience
  - The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve every other marketing goal on your list!



# Social Media Platforms



Platform	User Demographics	Summary
Facebook	Practically everyone	Jack of all trades - Great advertising platform
LinkedIn	Professional and education 30-49 years old	Great for professionals and academics - serious content
Twitter	Younger audiences 18-24 years old	Compact. Popular amongst youngsters, brands, and celebs
Instagram	Youngsters - most users under 30	Photography based - focus on mobile users. Specific products
Pinterest	Mostly women (68%) 25-34 years old	Visual social platform similar to Instagram. Easy to share content.
Google+	Tech savvy crowd. Mostly male (70%)	Mediator between Facebook and LinkedIn

# Attract



- Attract Vs Interrupt
- Use your chosen social media channel to draw attention to your business, products and/or services
- Matching your products/services to your prospects biggest problem is the key to engagement



# Capture



- Once your prospects are visiting your website you need to capture as many leads as you can
- A specific landing page on your website is most effective
- Offer your visitors something for free in exchange for their email address
  - Top 10 tips for planning your wedding day
  - Great ideas to create a fabulous Naming Ceremony celebration
  - 10 great readings you've not heard before at a wedding / naming ceremony / celebration

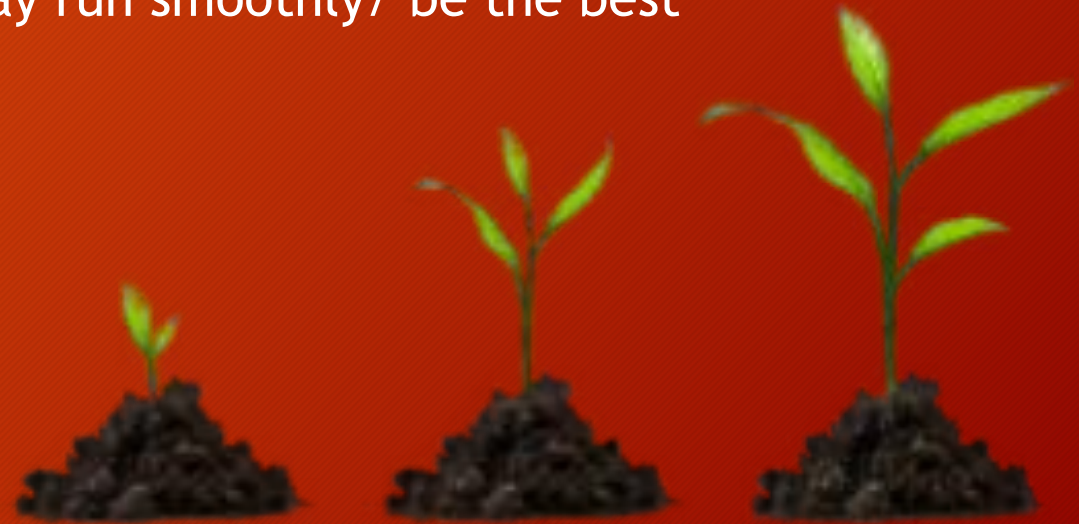




# Nurture



- Offer more value and begin a conversation with your prospects
- Usually done through a series of follow-up emails
- For example 3-5 emails with ideas to make their day run smoothly/ be the best day it can etc



# Convert



- Most enquiries don't convert into customers because they are not sure what to do next
- Identify your on boarding process and how you can take this process online
- Part of your email nurture sequence should clearly state to your prospects how they can engage your services or buy your products

Advert> Landing Page> Call to Action> Purchase!

# Measure



- It is possible to measure almost everything
- Social media analytics in abundance
- Website analytics - use Google Analytics
- Your Magic Metric
  - Visitors to the website
  - Lead capture conversion rates
  - Click through rates on your email
  - Number of likes / followers
- Identify your “magic metric” based on your goals, your ideal customer & current situation

# Repeat



# Need Help?



- We can help you with everything from workshop sessions, to running your marketing campaigns, social media strategies to content marketing
- Getting help from the experts frees up your time to do what you do best whilst we concentrate on helping you to grow your business

THANK YOU  
HAVE A GOOD DAY