

DIGITAL MARKETING TACTICS FOR 2016

by Lorraine C. Cline



The internet
has changed
everything.

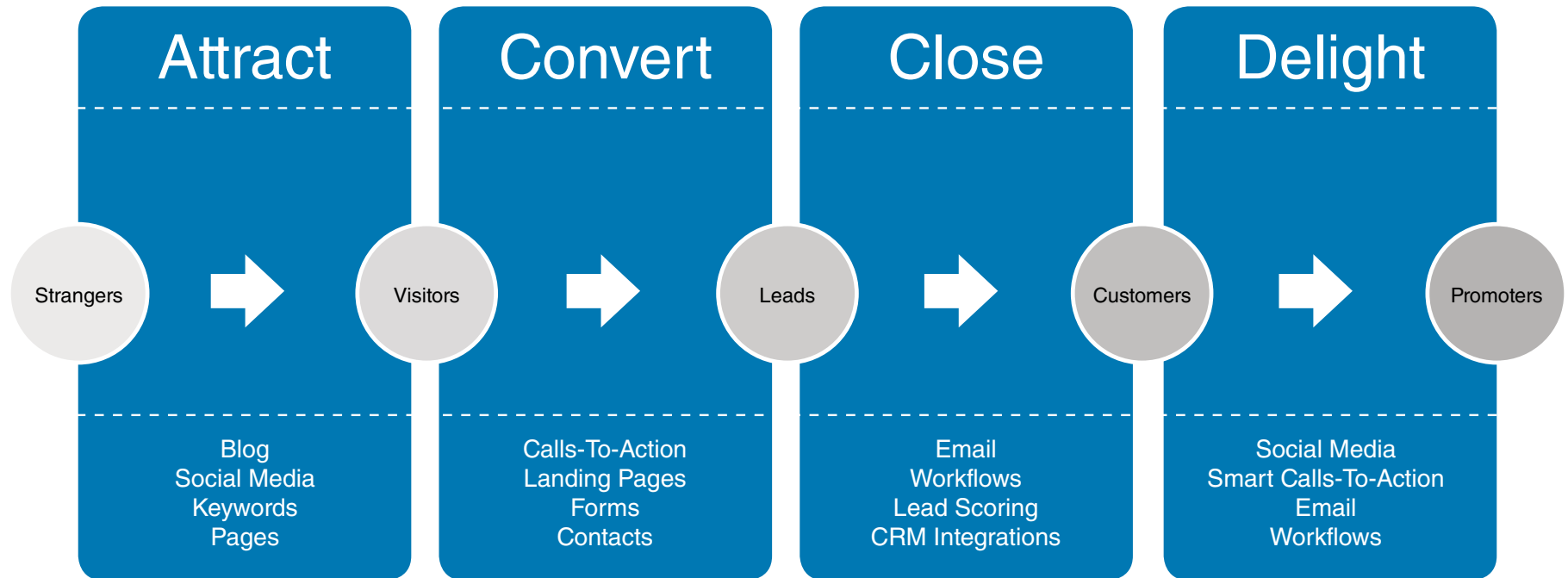
So, we need
to change how
we market.

Why?

- > Customer-centric economy
- > Customers seek to become educated
- > Increased competition
- > Develop and nurture leads effectively
- > The world is changing...adapt or die

Inbound Marketing.

Inbound Marketing Methodology



Source: Hubspot

7

Components

What are they?

- > Your website
- > Your blog
- > CTAs and landing pages
- > Email
- > Social Media
- > Search Engine Optimization
- > Analytics



Your
website

Your website should
be more than an
online brochure



The core
of your
marketing
program.

- > Dynamic, relevant content
- > Calls-to-action (CTAs)
- > Landing pages
- > Forms for gathering lead data
- > Subscription to news or blog
- > Links to internal pages
- > Keywords

Your website should be responsive





53%
of web visitors
access the
internet via
mobile device
only

Source: Statista

Your
blog



Why blog?

- > Drives traffic to your website
- > Converts traffic into leads
- > Establishes authority
- > Produces long-term results
- > Helps you understand your audience
- > Encourages interaction
- > Provides space to tell a story

Businesses that regularly blog
receive 55% more
web traffic and 70% more
leads than businesses
that do not.



CTAs & landing pages

Click Here



Landing page anatomy:

- > Title of the offer
- > Photo or graphic of the offer
- > Brief description
- > A brief form
- > The ABCs
- > Less is more

11 Questions To Ask When Hiring A Painting Contractor



Hiring a professional painting contractor takes the stress out of painting your home or business. Finding the right contractor—one who arrives on time, completes the job to your total satisfaction, works in a tidy manner and is fairly priced—is a decision that requires careful consideration.

This eBook gives you the tools you need to ask the right questions to help you pre-qualify and select the right painting contractor. Download your free copy below.

First Name*

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About Us

Since 1987, Bourke Painting has been passionate about providing customers in the Greater Boston Area with the finest, high quality and long-lasting painted finishes and contracting services available.

More Links

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Contact Us

- ☎ 617.967.0689
- ✉ brianlannery@rcn.com
- 🏠 31 Dorr Road, Newton MA 02458



Email



- > Regular form of communication
- > Interact and build relationships
- > Summarize published content
- > Backlinks
- > Promote offers

The subject line:

- > Avoid sales or overused terms
- > Include localization
- > Experiment with subject lines
- > Keep them brief
- > Frame them as questions



Social Media

- > Attracts attention to your content
- > Encourages readers to share content
- > Effective tool to direct readers to your website



Social Media Facts

1.8
billion

people worldwide use social media

67
percent

of Americans use social media

58
percent

of Americans using social media are using Facebook

75
million

Americans check their social media channels several times each day

SEO



95% of the U.S. internet browsing population accesses search engines such as Google, Bing and Yahoo! every month

The goal:

- > Improve rankings
- > Drive traffic
- > Increase awareness

Two types:

1) on-page SEO

2) off-page SEO

Long-tail searches are performed to produce better results than using just one keyword.

This is why
keywords matter.



Analytics

- > Bounce rate
- > Blog post views
- > CTA click-thrus
- > Landing page conversions
- > Email click-thrus
- > Social media reach
- > Traffic sources

Use Google Analytics

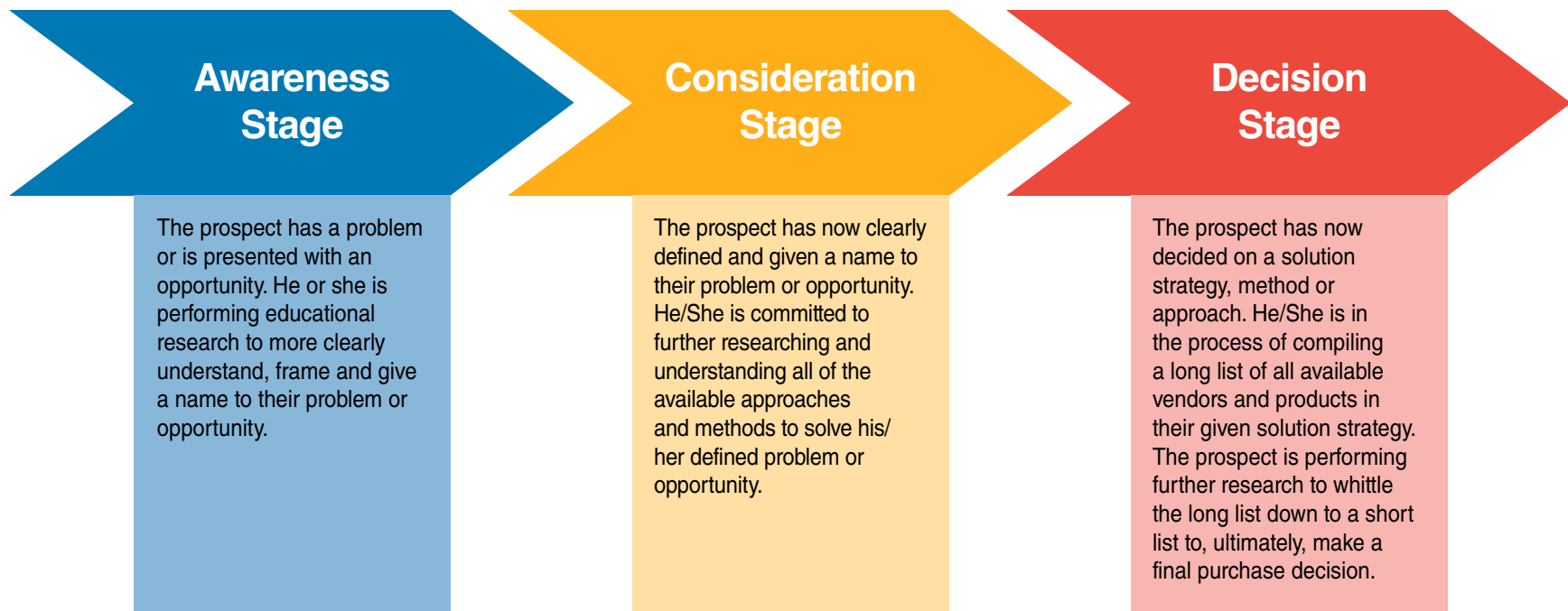
analytics.google.com

Before you start:

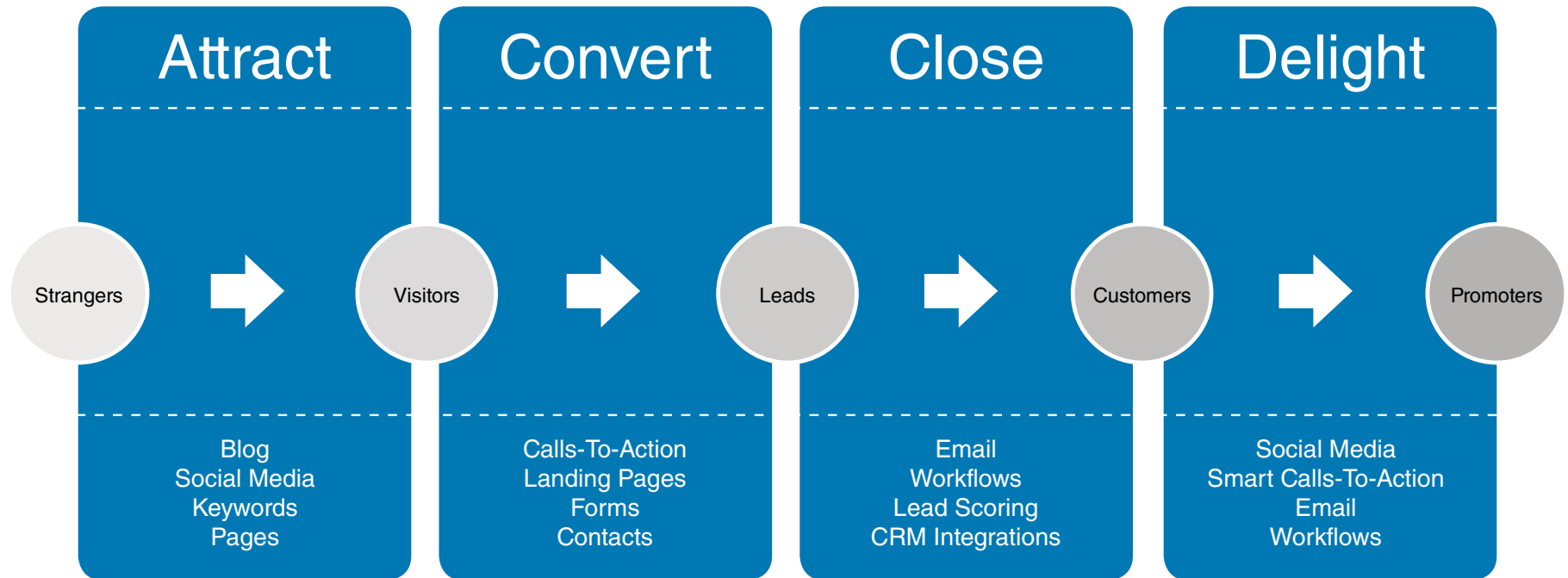
- > Set sales and marketing goals
- > Identify your audiences
- > Align your plan with the inbound marketing methodology
- > Create content that aligns with the buyer's journey

The Buyer's Journey

The 3 Stages: From Prospect to Client



Inbound Marketing Methodology



Source: Hubspot



Bright idea:

Use a sales and marketing automation platform to integrate your marketing functions: website, blogging, emailing, social media, SEO, analytics and other tools.



**Don't hesitate
to call or email:**

Lorraine Cline
Cline Design, LLC
42 Shaw Hill Road
Andover, NH 03216

TEL 603.648.2110
lorraine@clinedesign.com
www.clinedesign.com


clinedesign

