OPIUM WORKS
WEB / SOCIAL / MOBILE

e-book

DIGITAL MARKETING STRATEGY GUIDE

SEO

Google AdWords

Contents

1 / Introduction

What is Digital Marketing and why it's better than traditional marketing?
What is digital marketing and inbound methodology and why so many businesses have turn to it?

2 / Digital Marketing - Basics

Learn about the basic actions and tools a successful digital marketing strategy should have. Most importantly which tools should you use and how to use them to benefit your brand or business.

3 / Digital Marketing Channels

3.1) Search Engine Marketing
Search is usually the first port of call for anyone looking for anything online. Those who seek online, search.

3.2) Search Engine Optimization
Learn what SEO actually is, how it works and how you can implement it in your marketing strategy. All the well established business who are active online are using SEO tactics.

3.3) Online Advertising and Pay Per Click Ads
In this chapter we look at Online Advertising, how it works and what it can do for you. Moreover, read this chapter to find out the difference of Online Advertising and PPC Advertising.

3.4) Email Marketing
A well developed email campaign is one of the most cost effective and efficient ways of driving traffic to your site. The end of email marketing is not near. Learn how to use it for your benefit.

3.5) Social Media
Social media; the ability for anyone to publish almost any content without the typical costs and hindrances associated with traditional media.

3.6) Content Creation
If you hope to drive traffic and boost brand awareness from online channels you need to create content. Read this chapter to find out more about it.

1. INTRODUCTION

What is Digital Marketing? Why are we talking about this so much? How can I effectively run and manage my own Digital Marketing Campaign? How much will it cost? Is it going to work? These and many other questions are commonplace on our island from various Marketers.

Over the last four years of Managing Opium Works, I have helped various International and Local brands succeed in Digital Marketing by creating, drafting and executing bespoke strategies for their products and services. I have worked with Primetel, TGI Fridays, Costa Coffee, Taco Bell, Pizza Hut, APOEL, Royal Canin, INTERSPORT, KEAN, Weetabix, Burger King and many others. We have taken these experiences and combined them with our collective knowledge and creativity to become the best full service Digital Agency in Cyprus.

The point of this guide is to help you, the Marketing Executive succeed in Digital Marketing. The traditional methods of marketing have changed and improved, and we've become a lot more efficient at telling our stories and getting our marketing messages across to our target. As an evolution of Technology, Digital Marketing is the creation of the mix between modern communication and the age-old marketing principles that humans have always applied.

With that being said, Digital Marketing is something easy to understand and manage, as long as you take it step by step and experiment all the way. I have a favorite paradigm for all us to work with. And that is the Digital Marketing Work Process:

1) Create

2) Distribute

3) Analyze

4) Adapt

5) Repeat

Our job is simple. We need to create amazing work; that we distribute via Social Media, Blogs and Advertising Channels; Analyze the performance of each activity; Learn and Adapt our process based on our previous performance.

With that being said, I hope that this guide will be an asset and a helpful guide for you.

Rock on!
Phanos

2. DIGITAL MARKETING BASICS

What is Digital Marketing?

Digital marketing refers to the application of marketing principles and techniques that are taking place on the Internet. The terms digital marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. The term includes both, direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.

In other words, digital marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity.

Why is it important?

There are many reasons why Digital Marketing is important. However, the one that should stand out immediately is the obvious. The modern consumer spends an always increasing amount of time online via various devices throughout the day. The modern consumer connects with friends, reads news get entertained and purchases goods and services online. Even in Cyprus, which is usually stagement in the Technology field, this is a reality. So why wouldn't you want to market online?

Secondly, it's all about cost and Capitalizing on your investment. When implemented correctly, the return on investment (ROI) from digital marketing can far exceed that of traditional marketing strategies. Let's look at the example of a TV Commercial or a Print Magazine advertisement. They both cost a considerate amount of money, and will appear for a short amount of time in public view. They also might work wonders if your want to get a simple message across but you are restricted to 15/30 seconds of airtime, or a one page space in an overflowing with Ads magazine. Your audience is already pre selected for you, and might as well just skip your ad all together. On the other hand you have your Digital Channels, which we explain in detail below. With a fraction of the cost, you can set up a fully fledged Digital Campaign that can display your ads on Facebook, Google Search Results, Blogs, and other websites, and at the same time Measure.

The ability to target & measure, is the biggest key and benefit of Digital Marketing. There is nothing implied or suggestive in Digital Marketing, because you can get an immediate response on your campaign almost instantly. For one you can directly target who you want to see your message and that is something that traditional media fails. Do you want to target 15 year olds in Nicosia that are interested in Bicycles? Do you want to show your ads to 45 years in Sweden that traveled to Cyprus? Do you want to target Russian speaking, male 35 year olds in Greece? With Digital marketing, you can be anywhere in the world and instantly target anyone in the world, almost :).

Finally, you can immediately get the following metrics:
1) How many People saw my Ad (Reach), 2) How many times was my Ad viewed (Impressions) 3) How many people clicked on my Ad (unique clicks), 4) How much did each click cost (CPC), 5) How many clicks did my ad get from people who viewed the ad (CTR) and many more.*

*There are several other metrics that are in play here, but due to the introductory nature of this guide, we would only discuss these for the time being.

2.1 THE BENEFITS OF DIGITAL MARKETING OVER TRADITIONAL MARKETING

So what are the benefits of Digital Marketing over Traditional means?

Reach

The nature and scope of the internet means that you can now easily cater and sell to companies and individuals on a global scale. While traditional media costs limit this kind of reach, Digital Marketing opens up new avenues for smaller businesses, on a much smaller budget, to access potential consumers from all over the world.

Scope

Digital marketing allows us to offer a wide range of products and services all across the planet. You can either sell physical goods or services, the means are the same. eMarketing allows you to perform the following business activities online like information management, public relations, customer service and sales, among other things. With the range of new technologies becoming available all the time, this scope can only grow.

Interactivity

Whereas traditional marketing is largely about getting a brand's message out there in a one way communication style method, Digital marketing facilitates conversations between companies and consumers. With a two-way communication channel, companies can listen to their consumers, adapt and create better products and service offerings.

Demographics and targeting

Generally speaking, the demographics of the Internet are a marketer's dream. Internet users, considered as a group, have greater buying power and could perhaps be considered as a population group skewed towards the middle-classes. At the same time the nature of the Internet is such that users will tend to organise themselves into far more focussed groups and online communities. If you do your homework well you can quite easily find access to the niche markets you wish to target. Marketing messages are most effective when they are presented directly to the interested audience and this is why the Internet is a perfect environment for niche marketing to targeted groups.

Adaptivity and closed loop marketing

Closed Loop Marketing might be a scary term but it's essentially a method you will need to live by. As the term describes, it requires the constant measurement and analysis of the results of marketing initiatives and campaigns. That means that whatever activity you perform, as listed below, will need tracking and reporting in order to derive the proper results. By continuously tracking the response and effectiveness of a campaign, you can be far more dynamic in adapting to your consumer's needs and wants.

Finally with online marketing, responses can be analysed in real-time and campaigns can be tweaked continuously. This will allow you to keep your advertising expenditure minimized and "waste" less on non-performing campaigns.

The combination of all these factors can result in an improved Return On Investment and ultimately, more, happier customers and an improved bottom line.
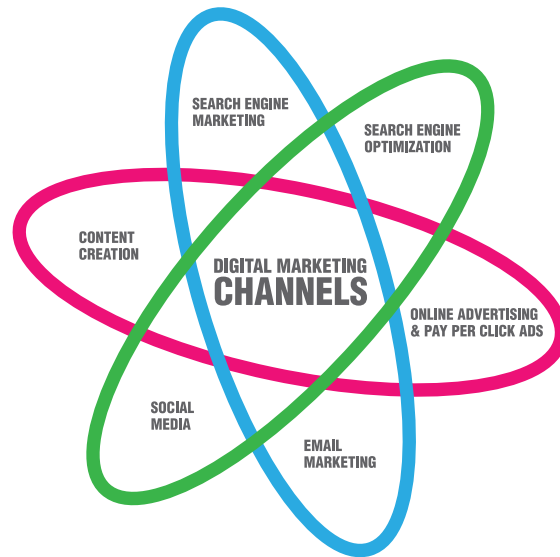
3. DIGITAL MARKETING CHANNELS

As everything else in Marketing, there are various ways to get your message across to the intended target audience. Even though the Digital Marketing spectrum keeps evolving, we will briefly try to describe everything below in their distinguishable categories. Identifying what channels work best for your brand or business will help you work better and more efficient into moving your business in the digital world.

- Search Engine Marketing

- SEO - Search Engine Optimization

- Online Advertising and Pay Per Click Ads

- Email Marketing

- Social Media

- Content Creation

3.1 SEM - SEARCH ENGINE MARKETING

Search Engine Marketing refers to marketing your product or service directly on Search Engines. The most popular of all being Google with other key players in industry such as Bing, Yahoo, Ask.com and many more. Why would you want to do this?

Well, the answer for this, lies in the beginning of the Internet as we know it. Before Google, Yahoo, AOL and the rest, the internet was a weird and difficult place to find information. As soon as people and companies started realizing this, they created websites, that searched the web for you, making it easier for you to find what you were looking for. Thus, came the term Search Engine. Since people do use Search Engines to search for things, it is really important for a brand to place first in the rankings. For example if you are selling shoes, you would want to be placed amongst the first results in a search engine, when someone is searching for "Buy shoes". Due to this, placing ads on these results was common sense and this gave birth to Search Engine Marketing.

All in all, people are thirsty for knowledge and really do spend time online comparing for various prices, characteristics and various products and services online. Chances are that you stumbled across this publication after performing a search about SEM or Digital Marketing anyway. In fact, Search is usually the first port of call for anyone looking for anything online. Fundamentally, what makes SEM so effective is that it allows you to get found by potential customers looking for the service you offer. So, provided you've got your keyword strategy right, you're getting targeted traffic.

Now, down to business: Search Engine Marketing is divided into two distinct categories,Paid Search and Organic Search:

Paid search is essentially the process of paying the Search Engine to place you on top, or in other premium locations, over the organic search results. For the sake of consistency and global Digital Marketing trends, we will only talk about Paid search. The details of Organic Search and how to achieve proper marketing tactics via this channel please look at SEO - Search Engine Optimization chapter.

Paid search ads are usually comprised of the following terms:

- Paid search advertising

- PPC or Pay per click

- CPC or Cost per click

- CPM or Cost per thousand impressions

    - Most search ads are sold on a CPC / PPC basis, but some advertising options may also be sold on a CPM basis.

PPC - Pay Per Click

It does just like it says. You Pay Per Click. **Simple. Targeted. Effective.** You buy sponsored adverts on Search Engine Results Pages, often displayed above the normal "organic" listings or across to the right hand side. The beauty of the system is that you're **paying purely on a performance basis**, that is, when the ad is clicked on.

A few points on PPC:

Advert positioning is based on a bidding system. At its simplest, the highest bidder gets the highest ad placement. A PPC campaign is a dynamic strategic process. It needs to be closely monitored and managed to ensure maximum ROI. An appropriate keyword strategy is imperative to ensure the clicks you pay for are as targeted as possible. The more targeted your traffic, the greater your conversion rates, and the better your ROI.

Define Your Goal

The PPC golden rule: **What do you want to achieve with your PPC campaign**? Would you like to **increase awareness** of your site, or are you looking to **attract more traffic**? In most cases PPC adverts are focused on **delivering conversions** in the form of filling in an enquiry form or purchasing a product. It is important to make sure you have **one very clearly defined goal from PPC**. It is not possible to always be seen in the top position for the important keywords (branding) and to achieve a good ROI at the same time.

Keyword Management

Identify your priority keywords (the ones that convert best) as the ones to spend budget and time on. Take a second look at the keywords that don't convert - there **could be a simple reason why** - perhaps you haven't explained yourself properly in the advert or the landing page or maybe you need to ensure your advert is only showing for relevant searches through keyword matching.

Advert Management

Make sure you test your adverts. Test your tone of voice, wording and structure, offer details and display URLS. It is important to test both click-through rate and conversion rate as they both affect your campaign performance and it is a good way to see if you are meeting the customer expectations created by the advert.

Advantages of PPC

It's called Pay Per Click because **you only pay when someone clicks** on your advert. Chances are that if those people are clicking on your advert, they are interested in what you are advertising. Therefore **you don't waste advertising budget** marketing to people that aren't interested in your product as you so often do in other advertising mediums. You decide how much you want to pay and can make immediate changes if you decide it is going well and want to invest more or vice versa.

Accurate Targeting

You don't just put your advert out there for everyone to see. In fact, it's more like **customers come looking for you**! If your potential customer types "Nicosia Hotel" into the search bar it's because they are looking for a hotel in Nicosia. Therefor, PPC marketing can also be **targeted more specifically** to certain **countries, regions** within countries, **languages** and **even times of day**.

Accurate Trackability

PPC marketing can be tracked accurately and almost instantly. You can measure which keywords are the most cost effective and which keywords bring in the most conversions. You can also track exactly how much money each keyword brought in and accurately work out your ROI.

If you are looking to get to know more about CPC feel free to check this very informative video from Google Ads, explaining their PPC platform in depth:

Insights on the AdWords Auction

Hal Varian
Chief Economist, Google
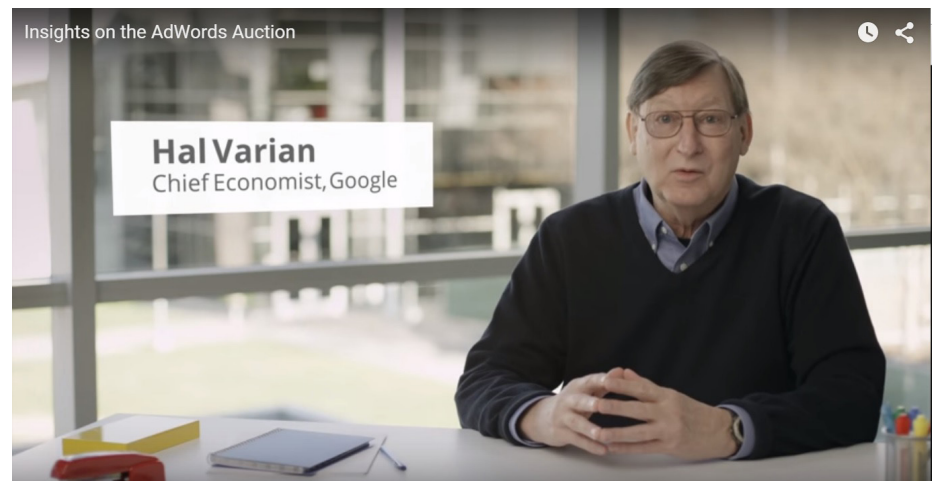
3.2 SEO - SEARCH ENGINE OPTIMIZATION (ORGANIC SEARCH)

Organic Search is the process which Search Engines recognise and categorize various websites based on the relevancy of each keyword. The main thing here about Organic search is that a good organic search marketing is done via **Search Engine Optimisation** or **SEO**. You do not actually pay the Search Engine to list you on a top spot; however you spend time, effort and money to achieve this.

Strictly speaking, **SEO is about** optimising websites to achieve **high rankings** on the Search Engines for certain selected key phrases.

Sometimes called "organic" or "natural" optimisation, **SEO** involves making changes to the **HTML code,content** and **structure** behind your website, making it more accessible for Search Engines, and by extension, easier to find by users. SEO rewards **relevant**, helpful websites that add value and give visitors what they're looking for. SEO is an **extremely cost effective** way of generating new business to your site.

Once your site ranks highly on a Search Engine Results Page, you don't pay for any traffic that arrives at your site from that listing. SEO is a continuous process though; both to maintain rankings and improve rankings for other terms that may bring in relevant traffic. In fact you're not paying per click, so over time, ROI is excellent.

SEO itself is broken down into two categories, and if you were paying close attention we already discussed the first; On-Site SEO. Indeed, the previous paragraph explained just that. In order to rank high your website need to be optimized in such a way that Search Engines can easily access it and understand its content. There are some sure ways of doing this, which all revolve around the usage of your desired keyword. and we list them below:

1. Make sure this keyword is in your website title tag

2. Use the keyword, with variations, at least 2-3 times inside your website body

3. Have the keyword, at least once, as an "alt attribute" of your images

4. Have the keyword in the website URL

5. Have the keyword at least once in the META Description Tag

A very helpful and in-depth analysis of Keywords and how to structure them for your website can be found here by Moz.com.

The second category involved around SEO is Off-Site. This specific category of SEO focuses on providing Quality links to your website via external traffic, in order to help Search Engines understand that you are indeed a valuable website.
In simple terms, having other websites link to you for specific keywords. Based on SEM example before and shoes, you would want to have other websites linking to you with the word "shoes".

Link building is not an easy task and can be easily described as one of the most challenging parts of a Digital Marketing campaign; at the same time though, one most critical to success. Link building requires creativity, can-do attitude, and often, money to throw around. After all, your goal is to have other websites link to you.

We've included some key factors on creating a Link Building Strategy:

1. Create memorable content that other websites will want to link to.

This is certainly easier said than done, but if you try really hard your content will be shared by others. However this takes time. We discuss Content Creation Further in this guide.

2. Manual outreach

E-mail bloggers and get them to link to you, put your website in listing pages, write up Press Releases and send them to online publications, pay money to get listed. The more links that you can get the better.

3. Get your customers to link to you

Do your customers have an online presence? Make sure to capitalize on this. Ask them politely to mention you on their website and to link you. This is an easy way to get some Linking points right off the top.

4. Study your competitors

This is for those of you who want to win :) By examining your competitors website, with the help of tools like Open Site Explorer, you can actually gain valuable intelligence about the links that help them achieve this ranking. As soon as you discover these links there is nothing stopping you to target these domains yourself and benefit.

3.3 DISPLAY ADVERTISING

Display or simply put banner ads are most prominent in news portals, sports websites, email newsletters and other electronic publications and is generally paid for on a **Cost Per Click** (CPC) basis. Unlike some of the other eMarketing techniques we've looked at, online advertising is not biased towards directly measurable ROI but instead building Awareness. A local form of advertising in this sense could be Sigmalive.com, Phileleftheros.com, Shootandgoal.com and many others

Another widespread method for displaying Banner Ads comes from Display Networks like Google Ads (Display), Yahoo Ads, BuySellAds, Adroll and even local alternatives like ad-store.net.

Building Brand Awareness

Making people aware of your brand or product is an important long-term goal. Once customers know about you, you've taken that first big step towards gaining their trust.

Driving Traffic and Sales

If your Digital campaign doesn't drive traffic, then there's really no point in it, is there? All forms of Digital Marketing need to **drive traffic in the long term**. Unlike traditional media advertising, Online banner Advertising can turn the potential customer into an actual customer immediately. Additionally you can track exactly how effectively your campaign does this.

Payment Models

Depending on the primary goal of the campaign and the payment model of each publisher, different payment models can be used:

CPM or CPI
CPM refers to Cost Per Thousand and CPI to Cost Per Impression. This is usually how a campaign would be priced when **brand awareness is the primary goal**.

CPC / PPC
Paying for clicks. CPC stands for Cost Per Click. Normally associated with Paid Search Marketing, banners can be priced this way when the **aim is to drive traffic**.

CPA
Paying for acquisition. CPA refers to Cost Per Acquisition. The advertiser only pays when an advert delivers an acquisition. If you're into buying banner advertising, this is the best way to pay - if you're selling it, it's the worst way to charge.

Banners can contain other forms of **rich media** as well and many use **interactivity and sound to draw attention**. Even though Flash banners were the norm for doing this, recent security exploits and the rise of mobile devices have brought the rise of HTML 5 Ads.

Types of Banner Ads

Since most of these websites are based on Banners, the biggest strong point of this discussion here is the variety of shapes and sizes. Banner advertising can be separated into various categories according to their size and shape:

- **Banners**
    - Full Banner: 468 X 60
    - Half Banner: 234 X 60
    - Micro Bar: 88 X 31
    - Vertical Banner / Mini Skyscraper: 120 X 240
    - Leaderboard: 770 X 60

- **Buttons**
    - Button 1: 120 X 90
    - Button 2: 120 X 60
    - Micro Button: 80 X 15
    - Square Button: 125 X 125 / 120 X 120

- **Banners**
  - Full Banner: 468 X 60
  - Half Banner: 234 X 60
  - Micro Bar: 88 X 31
  - Vertical Banner / Mini Skyscraper: 120 X 240
  - Leaderboard: 770 X 60

- **Buttons**
  - Button 1: 120 X 90
  - Button 2: 120 X 60
  - Micro Button: 80 X 15
  - Square Button: 125 X 125 / 120 X 120

- **Rectangular ads**
  - Medium Rectangle: 300 X 250
  - Square Pop-Up: Any size, but 200 X 200 is common
  - Vertical Rectangle: 240 X 400
  - Large Rectangle: 336 X 280
  - Rectangle: 180 X 150 and other variations

- **Skyscrapers**
  - Wide Skyscraper: 160 X 600
  - Skyscraper: 120 X 600
  - Half Page Ad / Super Skyscraper: 300 X 600

While the sizes above indicate the generally accepted dimensions of ads, rich media technologies mean the ads themselves can **expand beyond the allocated area of page real estate**. Expanding ads, that "pop-out" on mouse-over, overlay ads that appear on top of site content, and ads that incorporate interactive elements have become very popular. For more exhaustive list of banners that generally expected on various websites, you can visit the Interactive Advertising Bureau which dictates the acceptable Ad unit sizes here.

3.4 EMAIL MARKETING

Every email you send to possible or current customers with the hopes of gaining or continuing their business, is Email Marketing. The most common of all E mail Marketing however, is newsletter marketing. Essentially, you are trying to sell your products or services through your daily/weekly/monthly newsletter.

You most probably already received some form of email marketing campaign that was targeted towards you. In general this is probably one of the oldest, and most abused, forms of Digital Marketing second only by Display / Banner advertising.

Email marketing, when done right, is about building virtual relationships with existing and potential clients and maximising the retention and value of these customers. You can push your message out to your audience and let it pull them into contact with your company.

Email marketing is about creating, building up, and **capitalising on the relationships** you build with your clients. Be careful however, since the temptation is easy to come by. Don't use or buy E-mailing lists from 3rd parties since most probably these lists are already abused and will not receive your e-mail.

How To Set Up Your Email Marketing Campaign:

1. Build your Sign Up form

You might have 1 email address or 15,000. In any case you need more. Before you start emailing people create an easy to find and sign up form, for future people to register on your newsletter. Make the list simple, by requiring only the simplest of fields to enter, such as Name & E-mail.

2. Consider Deliverabilty

Don't just send e-mails from your account, or from your website. You will ran the risk of getting your e-mail address blocked or even worse, blacklisted from ISPs around the world. We use Mailchimp for guaranteed delivery as a agency. We infact use it so much, we recently became an official Partner Agency.

3. Engage with your Content

Your e-mail shouldn't be sales focused, all the time. Try to be personal, and interact with your readers. Give them discounts, thank them and make them want to read your e-mail. If you have something new coming up, like a new product or launch, delight your customers by announcing it to them first.

4. Be Mobile Friendly

Everyone's online all the time on their phone. Most of us use our phones to check our e-mails. Your e-mail shouldn't dissapoint. In fact, 50% of all newsletters are opened on a mobile device. Make sure to test your email and read it on all devices you might find.

5. Split Test Your E-mails

Different people react to different triggers and messages in their own way. The people on your e-mailing list are probably the same. For this reason you will need to fine tune your message accordingly. You can split test your e-mails by sending 50% of your campaign with one Subject Line and 50% with a different one. If you see significant change in Open Rate, then this is something to think about on future campaigns.

Remember our tag line:
Create, Distribute, Analyze, Adapt & Repeat.

3.5 SOCIAL MEDIA MARKETING

This is such a huge chapter in Digital Marketing we wrote a whole other eBook for you to read.

We did however pull up a summary for your to read and start thinking about how you can proceed to the actual plan!

Let's Get Busy:

Step 1: Choose your social networks

Each social media network is unique with its own style and audience. You should choose the social networks that best fit your strategy and the goals you want to achieve on social media. It's better to be focused on quality and ROI rather than quantity.

Choose wisely by asking yourself:
Time – How much time can you devote to a social network? Plan on at least an hour per day per social network, at least at the start.

Resources – What content and what kind of people do you have? Some networks rely solely on images (Pinterest and Instagram). Others like Google+ emphasize on quality content.
Do you have what it takes?

Audience – Where do your customers or prospects gather? Which social network has your demographics?

Step 2: Fill out your profiles completely

Make sure that each of your profiles are consistent with each other. Look for your avatars, cover photos, bio, and profile info is up-to-date and complete. A completed profile shows professionalism, and signals to that you're serious.

When it comes to text, your main area to customize is the About section. Creating a professional social media About section consists of the following 6 rules.

1. Tell them what you do

2. Use keywords in your description that visitors would look for

3. No jargon, use simple words that everyone can understand

4. Be personal

5. Provide a promise to the visitor

6. Keep updating until you fine tune :)

Step 3: Find your voice and tone

Don't just go wing it. Since you are trying to build a professional image across social media prepare yourself before sharing. Your first order should be to picture your ideal Social Media Follower. Who is this person, and how do they talk? How do they like to be addressed to? Ask yourself these questions:

- If your company could speak, what kind of personality would it have?

- If your company was a person, how would it talk to the consumer?

- How do you want your customers to think about your company?

MailChimp has a very handy tool that can help you create your own tone of voice, give it a go here: Voice and Tone website.

Step 4: Pick your posting strategy

Should I post everyday? Every hour? What should I post? Short answer: It depends. And it really does. Every profile, in every social medium, is different. Don't go in there with a preconceived idea as you most probably have to change. We can't promise anything but this is what we know:

Images rule social: Image posts get more views, clicks, reshares, and likes than any other type of post. Photos on Facebook get 53% more likes, 104% more comments and 84% more click-throughs on links than text-based posts.

Twitter Stats:
- Photos average a 35% increase in Retweets

- Videos are up 28%

- Including a number receives a 17% increase in Retweets

- Hashtags receive a 16% increase

Step 5: Analyze and test

The more you post, the more experience you will get on what and how you should do it. As always follow our paradigm. Create Content, Distribute, Analyze, Adapt & Repeat.

3.6 CONTENT CREATION

You probably read through this guide and saw something sticking out. Yes, you were correct, almost all of the above Channels and their techniques revolve around 1 main thing. And that's content. Good, readable, shareable, amazing content. We use this content to publish Articles and Blogs, to send in our Newsletters, to share on our Social Media, and to divert our PPC and Display Advertising.

In fact this is one of the major issues our customers are facing. There is no proper content strategy in place and having to adapt to this, looks like having to climb Everest. But it's not.

First of, you need to set the rules of your game. You are operating in a certain industry, solving a specific problem or satisfying a specific need. You know what you are selling and what one can benefit. Does your customer know this? How would your customer search to find solutions to their problems?

Here are some tips for you to use to start brining your content together:

1) Lists and Aggregation

You have an idea about the answer above? Write your thoughts down in bullets, and start making a list. Each time you recognize a theme in your bullets, simply put it in a category. Now every category you have there, is a piece of content you can start writting about.

2) Teach Them Something Cool

Do you know how to do something that your customers would love to know how to do? Would this think make them grateful to you? You've just answered my question, so you should start writting these things down. Guides, How To's and educational material are very high value for your potential visitor and will help you in SEO, Social and Newsletter Campaigns.

3) Use an Editorial Calendar

An editorial calendar, is a tool that can help you theme out your content, monitor your keywords, topic balance and of course your deadlines.

What we learned today?

Digital marketing, in simple words, is the promotion of your services, brand or business using internet. You can target and measure your audience and even directly interact with them.

When it come to creating a digital marketing strategy for your brand always remember identifying the appropriate channels you should work with, be organized, have a content calendar, know your audience and where you can find them.

and the most important thing to remember:
Create Content, Distribute, Analyze, Adapt & Repeat.

Finally, the last step is to let the company know about your success. This allows you to prove the worth of digital marketing and how it actually benefits the business.

We are living in a digital era and you need to be active if you want to succeed !

Let's get started ;)

OPIUM WORKS

We are a Digital Creative Agency, offering exceptional Web Design and Development services. Drupal experts and proud partners of Acquia. Certified iOs, Android and Micros Oracle Mobile App Developers. We provide complete Digital Strategy for leading brands in Cyprus. From Social Media engagement to content creation and social media management. HubSpot partners and certified Google AdWords experts. We will work TOGETHER into creating a dynamic online presence for your brand. Work with us in crafting a digital strategy to benefit your business, together, step by step throughout your digital journey.

PARTNERS / CERTIFIED:

CONTACT US NOW