

# PROJECT "BOOSTING CROSS BORDER ENTREPRENEURIAL ACTIVITY IN SOCIAL AND CREATIVE INDUSTRIES SECTOR"



**Interreg**  
**Estonia-Latvia**  
European Regional Development Fund



EUROPEAN UNION

# DIGITAL MARKETING STRATEGY

INGA PRIEDITE



**Digital Journey**  
powered by Google Certified Trainers

# WHO?



SALES COURAGE  
PUT INTO  
MARKETING  
ACTIVITIES

200+ DIGITAL  
STRATEGY  
MEETINGS IN  
LAST YEAR



NEVER ENDING  
PASSION FOR  
DATA AND  
DIGITAL  
CHALLENGES

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# FOCUS

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## **9.30–12.30 Workshop: Understanding your customer**

- Questions
- Potential customer check list
- Task
- Example
- Business goals
- Task
- Questions
- Break



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## FOCUS

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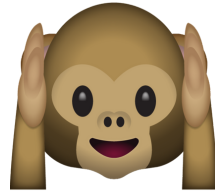
### **13.30–16.30 Workshop: Creating a target customer based sales strategy**

- Customer Journey
- Questions
- Task
- Lead magnet scheme
- Tools that help
- Grand final

# PARTS:



What digital  
strategy  
actually is?



HOW WE CAN  
WIN?



WHAT WE'D DO  
TO MAKE THAT  
HAPPEN?



WHAT'S FIRST?



**YOU DON'T HAVE  
TO START FROM  
ZERO.**

**YOU CAN START  
WITH YOURSELF.**





# HOW TO REACH THE GOALS

HOW TO MAKE  
THAT HAPPEN



GETTING  
THERE

# TALKING ABOUT THE GOALS



Accurate



Measurable



Reachable



Attractive



Done in exact time



# GOAL EXAMPLES:

## **BRAND AWARENESS**

UNTIL 2019 INCREASE THE SEARCHES FOR  
BRAND NAME TO 30%

## **DEVELOP THE LEVEL OF REPUTATION**

AVERAGE VALUATION TO 4.5/5 STARS IN  
FACEBOOK TILL THE END OF THE YEAR

## **INCREASE PURCHASES**

SELL 10 000 PIECES OF THE PRODUCTS IN  
FIRST QUARTER

## **DEVELOP INTEREST**

GET 2 000 SUBSCRIBERS FOR NEWSLETTER  
E-MAIL LIST

## **INCREASE EXISTING CLIENT VALUE**

INCREASE SECOND PURCHASE VALUE TO  
15% BY THE END OF SECOND QUARTER

**\*GOAL OR IN OTHER WORDS KPI (KEY PERFORMANCE INDICATOR)**

## TARGET AUDIENCE CHECK-LIST



**DEFINE PRODUCT OR SERVICE**



**REGION/-S (COUNTRIES)**



**DEMOGRAPHICS (GENDER, AGE, LOCATION, STATUS ETC)**



**CHARACTERISTICS (3 CUSTOMER PROFILES)**



**BEHAVIOR ONLINE (DO WE KNOW SMTH)**



# FUNNEL IN E-COMMERCE

???

**TRAFFIC**

**BIG GOAL:**

**GET THE MAXIMUM OF  
TRAFFIC TO WEB AS FAST  
AS POSSIBLE**

**WEB-PAGE**

**GET MAX OF THEM TO  
MAKE A PURCHASE**

**PURCHASE**

# CUSTOMER FUNNEL PLAN:

1.LANDING PAGE

2.PRODUCT OR SERVICE PAGE

3. SHOPPING  
CART/  
APPLICATION  
FORM

PURCHASE OR COMPLETE  
APPLICATION FORM

# PROBLEMS THAT WE CAN AVOID:



PURCHASE OR COMPLETE  
APPLICATION FORM

## SOME EXAMPLES:

1. LANDING PAGE

2. PRODUCT/SERVICE PAGE

3. SHOPPING CART/  
APPLICATION FORM

NOT CLEAR OPTIONS

WEB PAGE IS NOT  
OPTIMIZED TO REACH  
THE GOAL

LACK OF TRUST

COMPLICATED  
PAYMENT METHOD

BAD ORDER OPTIONS  
OR NONE

NO CLUES ABOUT  
FURTHER PROCESS

WRONG TARGET  
AUDIENCE

WRING CHANNELS  
AND TACTICS

WEAK MESSAGE

NOT CLEAR BENEFITS

NO ANSWERS TO THE  
NECESSARY QUESTIONS

PRICE > VALUE

PURCHASE/COMPLETE  
APPLICATION



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## TASK 2

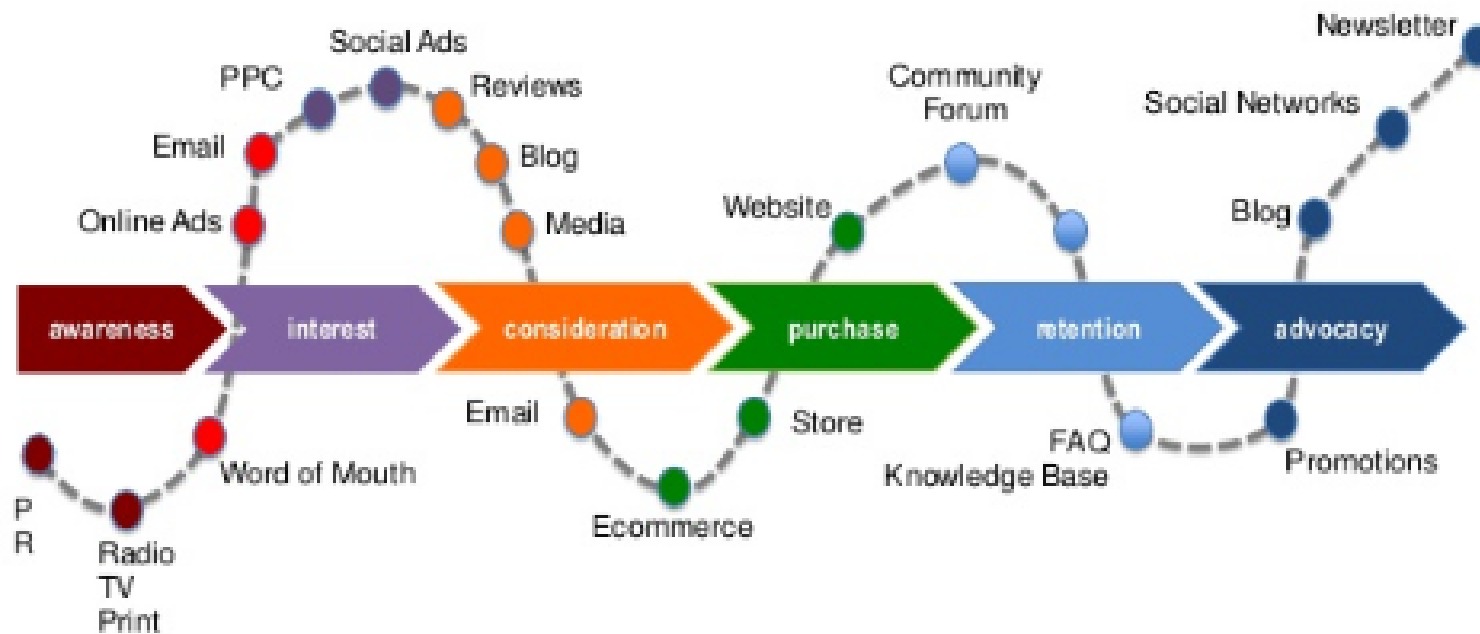
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1. TEAMS
2. [HTTPS://WWW.16PERSONALITIES.COM](https://www.16personalities.com)

# CUSTOMER JOURNEY AND RELATED CHANNELS:

@leeodden

## Customer Journey





# POPULAR CHANNELS IN CUSTOMER JOURNEY

## **AWARENESS:**

- YOUTUBE
- FACEBOOK ADS
- GOOGLE DISPLAY ADS

## **INTEREST:**

- GOOGLE SEARCH
- FACEBOOK REMARKETING
- GOOGLE DISPLAY REMARKETING

## **CONSIDERATION:**

- E-MAIL MARKETING
- REMARKETING (GOOGLE DISPLAY, FACEBOOK)
- WEBPAGE CONTENT

# GOALS IN CUSTOMER JOURNEY



## **AWARENESS:**

- IMPRESSIONS
- CLICKS
- REACH
- TRAFFIC
- ENGAGEMENT

## **INTEREST:**

- CLICKS
- E-MAIL SUBSCRIPTIONS
- ENGAGEMENT
- WISH LIST
- GOOGLE SEARCH
- FOLLOWING

## **CONSIDERATION:**

- SAVED IN SHOPPING CART
- PAYMENT CHECK
- RETURNING VISITOR





# TOOLS



## **WHERE TO SEARCH FOR DATA?**

- SIMILARWEB.COM
- KLEAR.COM

## **WHERE TO CREATE:**

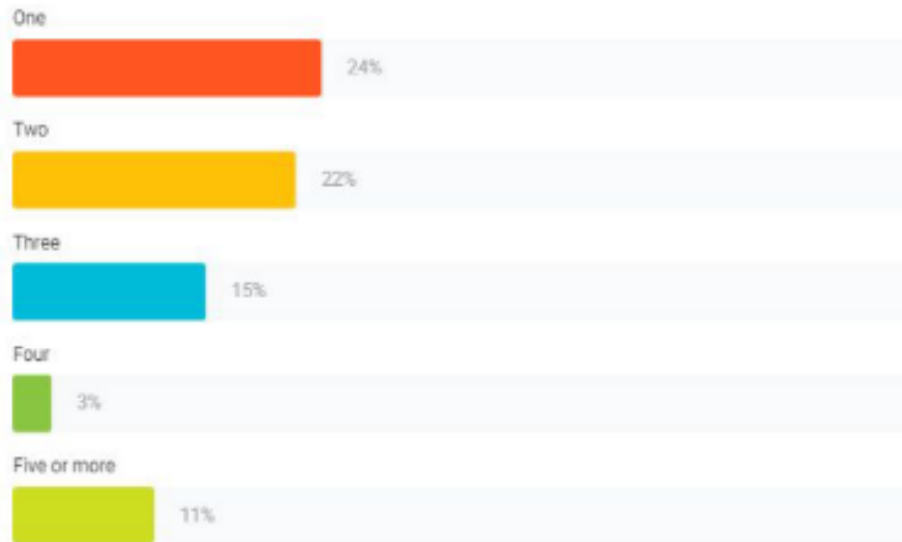
- CANVA.COM
- PICTURE APPS
- VIDEO APPS
- YOUR OWN PHONE OPTIONS

## **WHERE TO LEARN AND GET INSPIRATION:**

- ASK YOUTUBE
- LOOK IN THE CHANNELS YOU WANT TO BE

# FACTS THAT HELP TO CHOOSE

How many brands did people consider before product purchase?



**33% OF CUSTOMERS IN LATVIA  
SEARCH FOR THE PRODUCT  
ONLINE BUT BUY IT OFFLINE.**



## TASK 3: CUSTOMER JOURNEY





## TASK 4: LEAD MAGNET





THANK YOU!



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