



# Five **Low-Cost** Activities for **Digital Marketing** on a Reduced Budget



## INTRODUCTION

In this unprecedented time of pandemic and business restriction, marketing managers of many NZ businesses are finding their budgets have been slashed and their resources limited.

But while that might mean your advertising spend may be taking a hit, there are other productive things you can be doing in the interim, to help generate more traffic, leads and sales in the future.

If you have the time – and perhaps the resource of any staff members who may have more time on their hands than usual – here are five areas you can work on internally without needing to spend much at all.

Hope it's helpful – do reach out if you want to chat further.

Best regards and stay safe out there!

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## 1. CREATE A BUNCH OF GREAT DIGITAL CONTENT

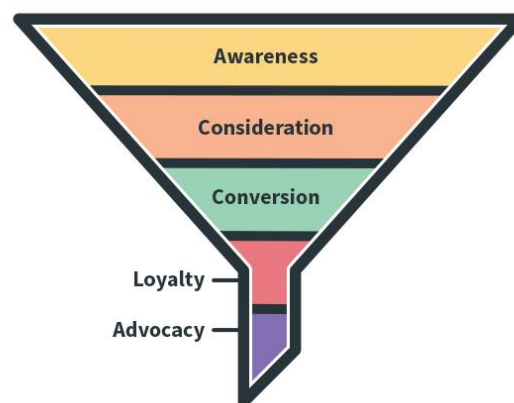
Great content should underpin all your digital marketing efforts – whether it's your key webpages, blog posts, eBooks, videos or anything else you use to get your message across to potential customers. A business slowdown can be a great opportunity to take the time to produce some top-quality content assets, that can be used to:

1. Send to your email prospects, to nurture your relationship with them and keep your business top of mind
2. Share on social media to boost engagement and build your social audience
3. Publish on your website to boost your site's overall SEO – by making site larger and more authoritative
4. Get more long-tail organic search traffic from those new pages

Start by thinking your way through the stages of your marketing funnel stages (Awareness, Consideration, Conversion and Retention) and consider what content a potential customer might want to read at each stage, and how you might get them to see that content (channels)

Some examples:

- **Awareness** – An educational video on a topic related to your business that you promote on YouTube, or a blog post on a relevant news topic that you share on Facebook.
- **Consideration** – An extensive FAQ page clearly accessible on your website, or a set of customer case studies that you can advertise to your remarketing audiences.
- **Conversion** – Sprucing up your product or sales pages to ensure they're doing the very best job they can to give people that final push to click the buy/book/contact button – that you can then promote on Google Search Ads.
- **Retention** – A free eBook that you can email out to your customer database to keep the relationship fresh and even make people want to become advocates for your brand.



Don't forget that any content you create can be repurposed - e.g. an article on your blog can also be turned into a video to upload to YouTube, and your YouTube videos could be embedded in a blog post with a bit of additional text content above and below it.

## 2. TALK TO YOUR CUSTOMERS

Many of us are guilty of treating market research as a one-off activity and then forgetting about it. Now would be a good time to dig back into this, by contacting your current and past customers to gather valuable insights into what they need and what drives their purchase decisions.

What were the specific pain points that your product/service was able to solve? What were the biggest factors that influenced them to decide to purchase, and why did they choose you over your competitors? What are their demographics?

All this information can be used to help you determine:

- **What new content to create** – e.g. a video walking through a specific common use case for your product
- **Your ad messaging** – e.g. whether to focus on price/discounts in your Google Search Ads, or something else
- **What pages should be on your website** – e.g. an FAQ page with the common questions gathered during this process
- **How reach your audience** – via marketing channels, e.g. finding the most relevant Facebook interest targeting, defining Google Display audiences

This is also a good opportunity gather customer testimonials – either by reaching out and asking them if they would be willing to provide one, and/or by going back through your old communications.

Do not forget to talk to your sales teams too – they will have a trove of useful information about what really matters to your customers.

### 3. IMPROVE YOUR WEBSITE'S CONVERSION RATE

Lifting the conversion rate on your website from, say, 2% to 4% can often be an easier and cheaper way to double the number of leads/sales, compared to generating twice as much traffic to your website.

You may not have the budget for major developer work, but if you have them on retainer then you could get them to make some improvements to lift the conversion rate.

Alternatively, you could at least see what content you could update yourself in your CMS or could schedule for developers to do in future when more budget does become available.



Try performing a best practice analysis by walking through the website yourself – and if possible, co-opt other employees in your business who may have extra time of their hands. Put yourselves in the shoes of a new visitor who is trying to perform a task, e.g.:

- Looking for specific information about one of your products or services
- Wanting to contact you to ask a question
- Placing an order / making a booking

As you walk through those journeys, ask yourself if any of the following conversion principles could be improved upon:

- **Value Proposition** – is it the value proposition of your product/service clear on the page?
- **Clarity** – is the language crystal clear and the information easy to understand?
- **Navigation** – is it easy to find the pages you want to look at next in the navigation?
- **Usability** – are you able to easily and quickly do the things you want to do on the page?
- **Relevance/Distraction** – is all the content on the page relevant to the visitor and what they are trying to do, or are there distracting elements or content?
- **Urgency** – for sales pages, is there an element of urgency introduced – e.g. a time-limited offer?

- **Social Proof** – is there an opportunity to include social proof on the page, e.g. customer testimonials?
- **Calls to Action** – does the page clearly tell the visitor what action they should take next?

You can also use Google Analytics data to identify high-value pages to keep highly visible and pages that are roadblocks to conversion.

Which valuable pages frequently turn up in the sessions of those visitors who do end up converting?

Which pages have high bounce rates that could use some work?

## 4. CREATE AN ORGANIC SOCIAL MEDIA STRATEGY

Just because you don't have a big social advertising budget doesn't mean you can't use social media to attract new people to your website, build trust and confidence in you as an authority, and start build "warm" audiences to market to with ads in the future.

Use this time to create a 12 month organic social media strategy. This should contain a mix of the the following things:

- **3<sup>rd</sup> Party Content Curation** – Interesting, helpful or fun content published by others that is related to your industry/business and that your audience would find enjoyable (recommend this be 2/3 of your posts)
- **Promoting Your Own Content** – A mix of your own informative/entertaining posts plus more promotional content about your products/services and (recommend this be 1/3 of your posts)
- **Relationship Building** – time set aside to interact with your audience – replying to comments on your posts, commenting on the posts of other businesses, starting conversations and building relationships with influencers and potential brand advocates.

Social media has a tendency to suck all your time if you let it, so set yourself a weekly schedule for when to post and interact on social – and for how long – and stick to it.

One final note – don't try to cover all the different social media channels, as you'll spread yourself too thin in terms of both your time and follower traction. Pick, say, the two social channels that fit your business the best and squeeze the most out of those. For a B2B services business it might be Facebook and LinkedIn, and for a retail brand it might be or Facebook & Instagram.

## 5. OPTIMISE & UPDATE YOUR GMB LISTING

For NZ businesses with a physical presence, a regularly updated Google My Business (GMB) listing is absolutely crucial so people can easily find you. Even if you don't have a physical office, a good GMB listing can still ensure you're presenting a positive overall impression in the Google search results.

Now might be a good opportunity to update and optimise your listing. You'll want to focus on these key things:



- **Business Name** – Use your preferred business name, this does not need to be a legal trading name.
- **Business Categories** – Only one primary category can be selected – this will be visible on the listing, so choose the single most relevant option that you want your customers to see. Additional categories are not visible on the listing but help inform Google about your other product/service areas, so add those too.
- **Hours** – Up to date opening hours for your business (note that Google NZ now has an auto-message about how hours may be different due to Covid-19)
- **Phone number** – Enter the phone number that you want customers to call you on. People will be able to click-to-call this number directly from your GMB listing.
- **Website URL** – If your website uses Google Analytics, we recommend adding UTM tracking to your URL.
- **Business Description** – The business description offers a section of customisable text that appears at the bottom of your listing. Write up a few sentences about your business and what you do.
- **Photos** – Photos are an excellent way to showcase your business. Coincidentally, more photos increase your odds of ranking! The “cover photo” is the single most important image.
- **Reviews** – Getting reviews is incredibly important for your GMB listing, so pick existing customers you know are happy with what you've provided and ask them to leave a brief review.

For more detailed guidance on optimising your listing, see [this blog post](#) for more.