

A GUIDE TO DIGITAL MARKETING

FOR BUSINESS
GROWTH - 2022

LOGICA DIGITAL © 2022

“

THE MODERN MARKETER

IS AN...
EXPERIMENTER,
A LOVER OF DATA,
A CONTENT CREATOR,
A JUSTIFIER OF ROI


- KIM WALSH -



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ABOUT LOGICA DIGITAL

WE ALWAYS GET RESULTS!

We'll grow your business by optimising your online lead generation activities. We always get results. We work with our clients to target new audiences, build marketing strategies, generate leads and much, much more. Whether you want to get in front of customers who are ready to buy, or make more noise on social media - we can help you to do just that.



With more than 15 years of experience in digital marketing, we work alongside your business to help you meet your goals, grow your business, reach more customers and fine tune your digital marketing strategy. We work closely with your business to understand what you want to achieve and create a tailored digital marketing strategy to help you meet those goals.

The digital marketing landscape and consumer behaviour is changing rapidly so keeping up with what it is and how it works is set to be key to business success in 2022. At Logica Digital, our team keep on top of changing trends and strategies so you don't have to.

This ebook is designed to show you the difference that digital marketing could make for your business growth. Whether you decide to implement one activity at a time and learn more about what works for your brand, or you decide to use a number of activities together, digital marketing will help to increase your visibility online and attract more leads and customers.

We hope you enjoy reading more about digital marketing, please get in touch with our team if you have any questions.

Mark Skinner

Logica Digital Team

what

IS DIGITAL MARKETING?



ACCORDING TO **HUBSPOT...**

Digital marketing refers to any marketing activity that involves the Internet, digital technologies or an electronic device.

MARKETING ACTIVITIES



SEO
(Search Engine
Optimisation)



Paid Search



Display Marketing



Local Marketing



Paid Social

THE WORLD IS ONLINE



16.8% RISE IN DIGITAL AD SPENDING

In 2021, it was predicted that digital ad spending in the United Kingdom would grow to £19.23 billion, a 16.8% rise on the previous year.

Over the last few years, digital marketing has been rising in popularity.

Why?

The world is online!



In the United Kingdom alone, there are 62 million monthly active Internet users.

So, making sure your brand is seen online is now essential for business success and driving sales.



HOW DOES DIGITAL MARKETING WORK?

Digital marketing refers to any marketing activity that involves the Internet, digital technologies or an electronic device.

Marketing is all about connecting with your audience in the right place, at the right time. Today, that means meeting them where they're spending most of their time — online.

Most purchasing decisions now start online. Regardless of what you're selling, an online presence is now essential. Customers search on the Internet to learn more about the products and services they're looking to purchase to learn more about the options available to them, they then read reviews, research features and pricing and make their purchase, either in-store or online.

The key to developing a digital marketing strategy is making sure your brand is visible in all of the places your customers are already spending their time and use a variety of channels to connect with them in different ways.



» WHAT DOES DIGITAL MARKETING INCLUDE?

It encompasses a number of different channels which can be implemented together as part of a full digital marketing strategy or you can pick and choose the channels that work best for your business.

Let's have a look at the different types of digital marketing.





SEO

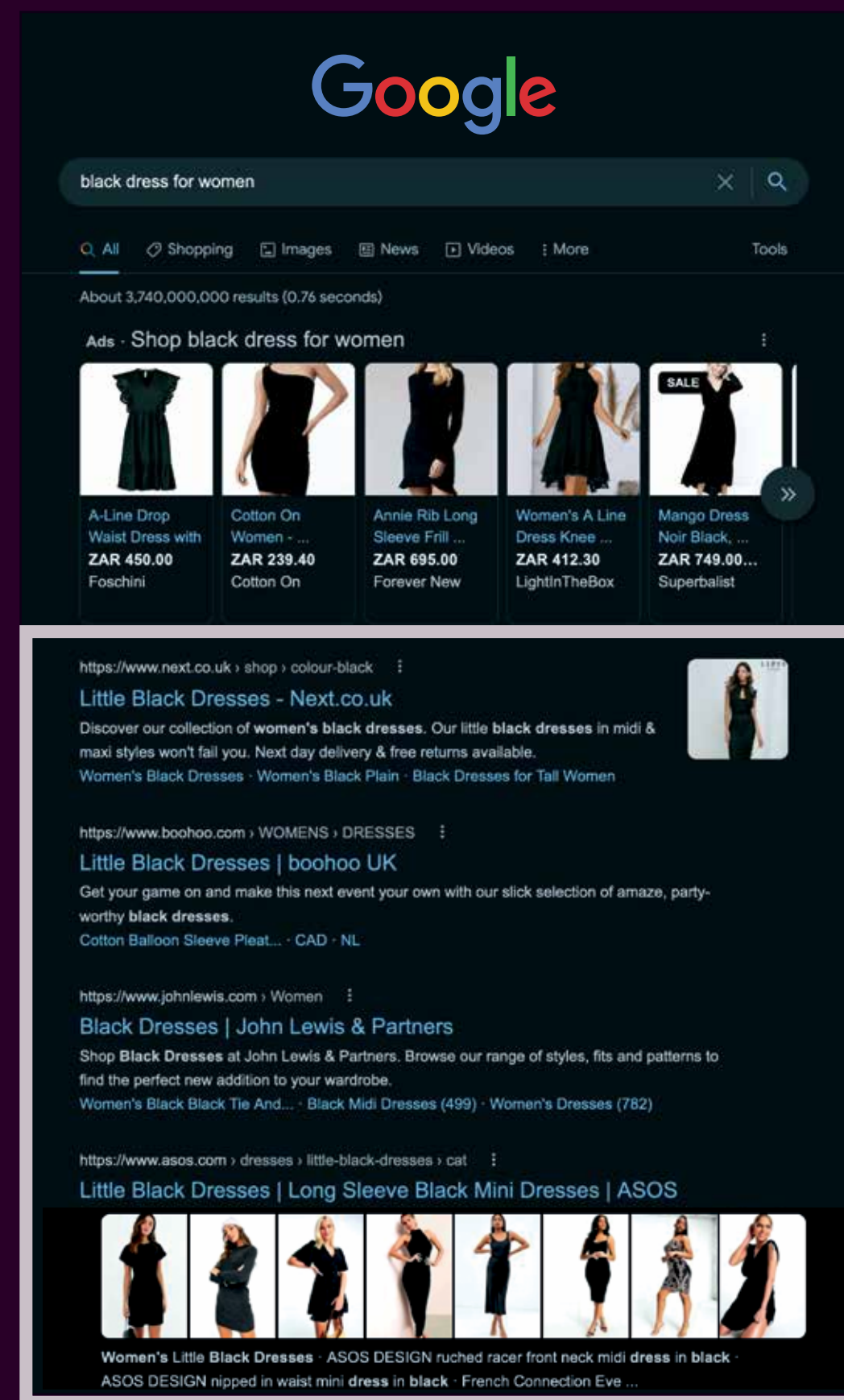
(SEARCH ENGINE OPTIMISATION)

SEO is the process of optimising your website to rank higher in the search engine results pages (SERPs) to increase the amount of traffic your website receives. When customers are looking for products or services, they often turn to search engines such as Google to research and, eventually, make a purchase.

Being found on the first page of the search results increases your chances of driving traffic to your website and converting those visits into sales.

SEO is the backbone of digital marketing and is made up of different elements.

Organic Search Results Example



- **On-page SEO** - this is the content you see on a website including product pages, landing pages and blogs. It involves researching the keywords that customers use to find your products or services and answering the questions they have to make sure your brand is there when they're searching online.
- **Off-page SEO** - this involves any activities that take place off the page, mostly gaining back-links or inbound links. Generating links between your website and other high authority websites can improve the authority of your website and shows Google that your content is relevant and useful to your target audience. These links can affect how highly you rank for the keywords you're targeting.
- **Technical SEO** - this is anything that involves the back end of your website and anything that affects the performance of your website such as site speed.
- **Local SEO** - if you have a physical location or you want to target customers in a specific area, a local SEO strategy will help you to appear for customers who are searching in your local area and drive footfall to your stores.

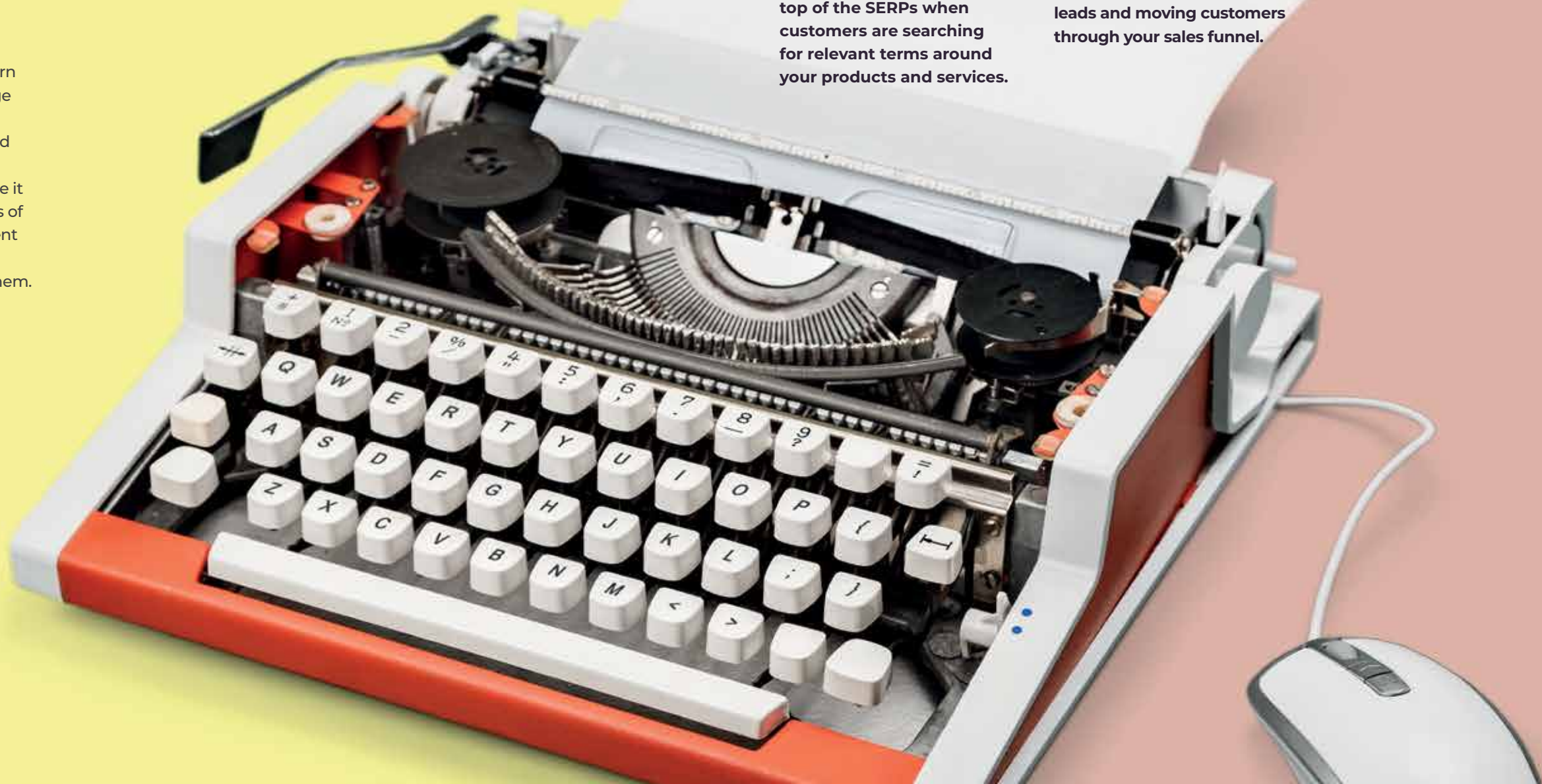
CONTENT MARKETING

Content marketing involves the creation and promotion of content assets to help you generate brand awareness, traffic to your website, lead generation and new customers.

It allows you to provide value to your customers by creating informative content that helps to answer customer's questions and solve their problems by offering your products and services.

One of the key reasons consumers turn to search engines is to find knowledge about specific topics, products and services. The content you produce and promote should match the search intent of your customers so make sure it matches their intent at various stages of the customer journey. Creating content that appeals to your audience will increase the chances of converting them.

Get rid of copy with red line through - pg 12



KEY TYPES OF CONTENT INCLUDE:

01

Blog Posts

Writing and posting blogs on your company blog page helps to demonstrate your expertise in your industry and helps to generate organic search traffic for your website. It will also ensure that your brand is top of the SERPs when customers are searching for relevant terms around your products and services.

02

Ebooks and whitepapers

This type of content helps to provide your website visitors with more information on the problems you can solve for them. It allows you to exchange the content for customers' contact information, generating leads and moving customers through your sales funnel.

03

Infographics

A visual piece of content that you can use to provide information in an easy to read and digest way. You can use these to promote your brand or on social media to attract customers to your website.

SOCIAL MEDIA MARKETING

People check their social media accounts multiple times a day so promoting your brand on these channels is the perfect way to build brand awareness and generate sales for your business.

- Organic Social Media - every social media channel allows you to post organic (free) content. This content will be shown to your community of followers and its reach can be limited.
- Paid Social Media - social media channels such as Facebook, Instagram and LinkedIn allow you to create ads and pay to boost them to a targeted audience.

It provides a way to promote your brand, content, increase brand awareness, drive traffic sales and generate new leads for your business.





PPC

(PAID SEARCH)

PPC, which is also known as Paid Search or pay-per-click, provides a way to drive traffic to your website and you only pay when someone clicks through to your website.

The goal of your ad is to lead searchers to click on your website and take a valuable action such as purchasing a product.

PPC ads are determined by the keywords you select for your business. When searchers type these keywords or phrases into a search engine, such as Google, an auction takes place to decide which ad is shown. The ad that wins the auction is shown at the top of the search results.

Whether or not you win the auction is not completely dependent on how high your bid is. Google assesses other factors such as the quality score of your ad and how well it answers a searcher's question so, even if you bid less than your competitors but your ad has a higher quality score, your ad will come out on top.



Paid Search Ad Example

Google

black dresses for women

All Shopping Images News Books More Tools

About 1,960,000,000 results (0.74 seconds)

Ads · Shop black dresses for women

Cotton On... ZAR 240.00 Cotton On	Poetry Bryn... ZAR 1,199.00 Poetry Stores -...	Mango Dress... ZAR 899.00 ... Superbalist	MK Pleated... ZAR 5,625.00 Michael Kors -...	Mesh Knit... ZAR 999.00 Queenspark

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WHY IS DIGITAL MARKETING IMPORTANT FOR YOUR BUSINESS?

Digital marketing is becoming a must have for every business. It allows you to reach more people than you can through traditional channels and target a highly specific audience. This allows you to target the people online who are more likely to buy your product or service.

YOUR CUSTOMERS ARE ONLINE

In 2021, it is expected that over **2.14 billion people worldwide will buy services and goods online**, this is an increase from 1.66 billion in 2016. This huge rise shows that more and more people will be buying online as technology advances and it's important to make sure your brand is there when they're searching and buying online.

More people than ever now go online when they're looking for products or services, checking social media and making a purchase. If you don't have an online presence and customers can't find you, they're likely to go to your competitors where they can buy the products they want instantly.

If you're neglecting digital marketing, you are likely already flagging behind your competitors. Investing in digital marketing allows you to put your hat in the ring and drive leads to your business.



TARGET A SPECIFIC TARGET AUDIENCE

When you advertise on TV, in magazines or on billboards, you have very limited control over exactly who will see the ad. Whilst you can measure certain demographics, including the typical readership or a specific location, it can be difficult to know exactly who will see your ad.

Digital marketing channels allow you to target a much more specific audience including age, location, interests and many other demographics. Once you know this information, you can send highly targeted and personalised ads.





More

COST EFFECTIVE

Digital marketing channels give you the facilities to track your campaigns on a day to day basis and understand which channels and campaigns are and are not working. You can then decrease spend on the channels that are not delivering ROI.

It gives you control over where you spend your budget and makes sure you don't waste your budget on campaigns that don't work.

MEASURABLE

Platforms such as Google Search Console, Facebook Business Manager and Google Analytics show you a full overview of all the metrics that matter to your business, including:

- Impressions
- Shares
- Views
- Clicks
- Time on page

Knowing how many people have engaged with or converted from your ad is an indication of how successful the ad or marketing channel is (depending on your business objectives) and helps you to track sales.



CONSIDERING THE DIGITAL CUSTOMER JOURNEY



The digital customer journey is important to consider to make sure you get your brand in front of the right customers, in the right places. Every brand will have a different journey, or a number of journeys, depending on your target audience, all of which are important to map out and understand to make sure you spend your budget in the right places.

The digital customer journey is the path followed by an Internet user from the awareness stage to the purchase stage and beyond. It considers every single interaction that takes place online between a customer and your brand.

AWARENESS

The awareness phase is the first step in the customer journey when a customer realises there's something they don't have and they need it.

They use the internet (usually a search engine) to research the answer to their question or find out more about what the answer to their question might be. This is your chance to make sure you answer their questions and show them that your brand could offer a solution.

CONSIDERATION

Once a potential customer has done an initial search and read a number of sources to answer their problem, they will want to know more about the best solution for their needs.

DECISION

Once customers know which product is going to meet their needs, they will want to choose from the options available to them. This is your chance to provide the right content and a conversion optimised product or category page to show your advantage over your competitors and convert your customers.

EXPERIENCE

A customer has now ordered from you. That's great! But what you do next can have a huge impact, not just on gaining sales from this customer again but on gaining new customers in the future too.

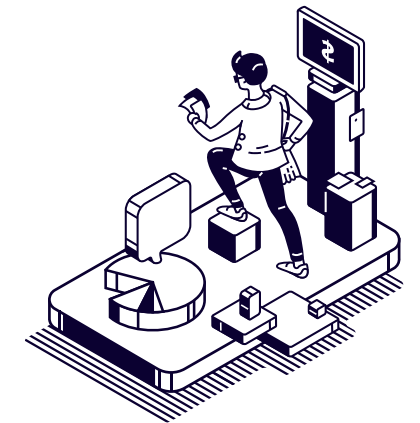
Customer experience includes how well you fulfill their order, including shipping and delivery, the customer service and aftercare you provide, guarantees, follow up emails and social media interactions.



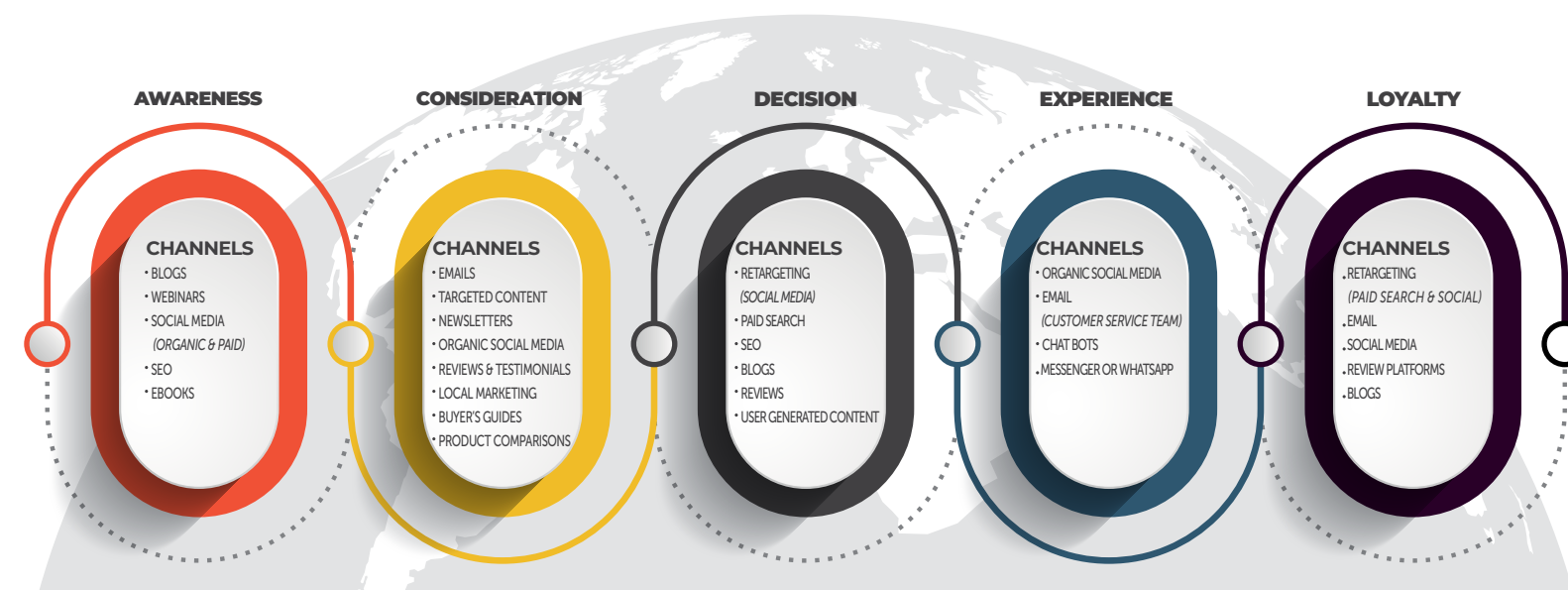
LOYALTY

Once you've worked hard and spent your budget on attracting so many new customers, it's much easier and cheaper to keep them coming back than it is to keep attracting new customers.

Building loyalty programs, providing personalised rewards, newsletters and social media interactions are great. However, building an emotional connection, trust and ensuring your customers receive the best value from your brand will help to keep their loyalty.



CUSTOMER JOURNEY



WANT TO GET RESULTS FOR YOUR BUSINESS?

Contact us to find out more about the results we can drive for your business or to request a free digital marketing audit for your business.



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