



Digital Strategy Proposal

Company: Dietz Pets

Stakeholders: Jimmy and Elaine Dietz

WHAT IS DIGITAL MARKETING?

Online marketing techniques that build your business.



Website

You don't need a website, you need a web experience that shows your customers (and your competitors) that you mean business. At its core your website is one of the most powerful digital assets you have and should be producing more than just ooohs and ahhs? Any Digital Marketing effort you start helps your site become more than a resource, it is now a sales force. Our goal is to create a digital presence that grows your business to heights you never thought possible.

Here are a some very broad description of the 4 main components that attribute to higher rank for search engines:

- Design: Usability for both desktop and mobile, Call-to-Actions that promote conversions not just views.
- Development: Good site structure, page linking and minimal to no error pages.
- Content: Rich and relevant content that is on topic and caters to keyword optimization.
- SEO: On page and Technical SEO techniques, Metadata, Headings and Analytics Tracking.

Making sure your website is optimized is the first step in making sure search engines find you. At times rankings are influenced by popularity so marketing through off-site channels is excellent way to drive people to your website. Here are a few off-site channels we find best promotes your website and brand awareness.

Social Media (Social Media Marketing)

Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others.

Although there is no direct connection between social media activity and search engine ranking, social media is an excellent way to drive people to your site to boost sales, brand awareness and overall popularity of your site which are factors that hold some weight in how a search engine may rank your site..

SEM Campaign

If you are looking for fast results to overcome slows or seasonal trends an SEM campaign might be the best way to boost traffic to your site. Through a search Pay Per Click campaign we can put your business in front of potential customers as soon as tomorrow for immediate exposure. You only pay-per-click.

Brand Management

Brand management from a search engine ranking perspective comes in many different forms, here are some things all brands should be doing to boost their brand awareness. Updating your website often and maintain an error free website. Maintain a Google+ Page for their business. Brands have LinkedIn pages and several other social media outlets active and promoting their brand. Brands monitor and actively seek reviews on Google, Yelp, Trip Advisor and Yahoo. Brands have people talking about them out on the Internet in blogs, online magazines, forums, etc.

Email Marketing

Did you know that 77% of consumers prefer to get marketing messages via email? Even with those statistics many businesses aren't seeing the return they would have hoped for in their email campaigns. Just because you send your customers an email doesn't mean they are going to open it and take action. Every aspect of your email campaign should be carefully crafted from format and design to content creation and placement. By combining this important planning effort along with analyzing the effectiveness of your email campaigns we can make sure you see a great return on your investment.

WHAT'S NEXT?

Time to plan and invest in a digital marketing strategy.

PLAN

Create a digital marketing strategy

OPPORTUNITY

Review marketplace and set objectives

Use these six key activities to define your digital opportunity through marketplace analysis:

- 1. Review **digital marketing capabilities**
- 2. Review performance using **KPI dashboards** after **customising analytics** for your business
- 3. Summarize customer insight in **customer personas** and **customer journey maps**
- 4. Audit brand and **benchmark** competitors
- 5. Review **influencer outreach, co-marketing** and **intermediaries**
- 6. Define **SMART objectives** with conversion spreadsheet models to quantify opportunity

STRATEGY

Create digital strategy

Review how your digital proposition and communicate it using digital targeting techniques:

- Select target market segments and personas. Define digital targeting approaches
- Define your online value proposition (**OVP**) including review of business and revenue model, brand positioning and integration with traditional channels
- Review marketing mix for online options for the **4Ps** - Product, Price, Promotion and Place

ACTION

Implement and manage digital marketing communications

Make smart budget investments and optimise your digital communications across all key customer touchpoints:

- Reach:** Build your audience by integrating paid, owned and earned media
- Act:** Using content marketing and persuasion to prompt brand interaction and leads
- Convert:** Use conversion rate optimization to boost online and offline sales
- Engage:** Develop customer loyalty and repeat sales



INVESTMENT

Create a digital marketing budget

SEO Strategy

\$500/month
paid quarterly

Month One

- Analytics Setup and Reporting
- Onsite, Technical and Offsite SEO
- Trending Keyword Research and Planning
- Evaluate Page Rank Grade / Fix Issues

Month Two & Three

- Monthly Page Tweaks to Achieve Goals
- Site Map Optimization and Submission
- Track Google, Yahoo and Bing Ranking
- Onsite, Technical and Offsite SEO
- Trending Keyword Research and Planning
- Analytics Monitoring & Monthly Reporting

YES! START MY SEO STRATEGY NOW.

SEO PLUS Content Strategy

\$1,000/month
paid quarterly

Monthly

- Content Assessment Monthly
- Content Aligned with Search Terms in Google
- Create/Optimize Landing Pages for individual products, services or special offers
- Evaluate Keyword Depth / Fix Issues
- Create and Optimize One Blog Post a Month

Add 2nd Monthly Blog Post

\$200 a Month

YES! ADD A CONTENT STRATEGY PLAN

Client

Name: _____

Signature: _____

Date: _____