

Part of the
**Digital Performance
Improvement
Programme**



Digital Performance IMPROVEMENT PLAN



Fáilte Ireland

National Tourism Development Authority

INTRODUCTION

This document will help build out your digital marketing plan which is essential for any business that wants to operate successfully online. To support you in the delivery of the plan, we have provided a digital marketing framework to follow plus associated checklists and templates.



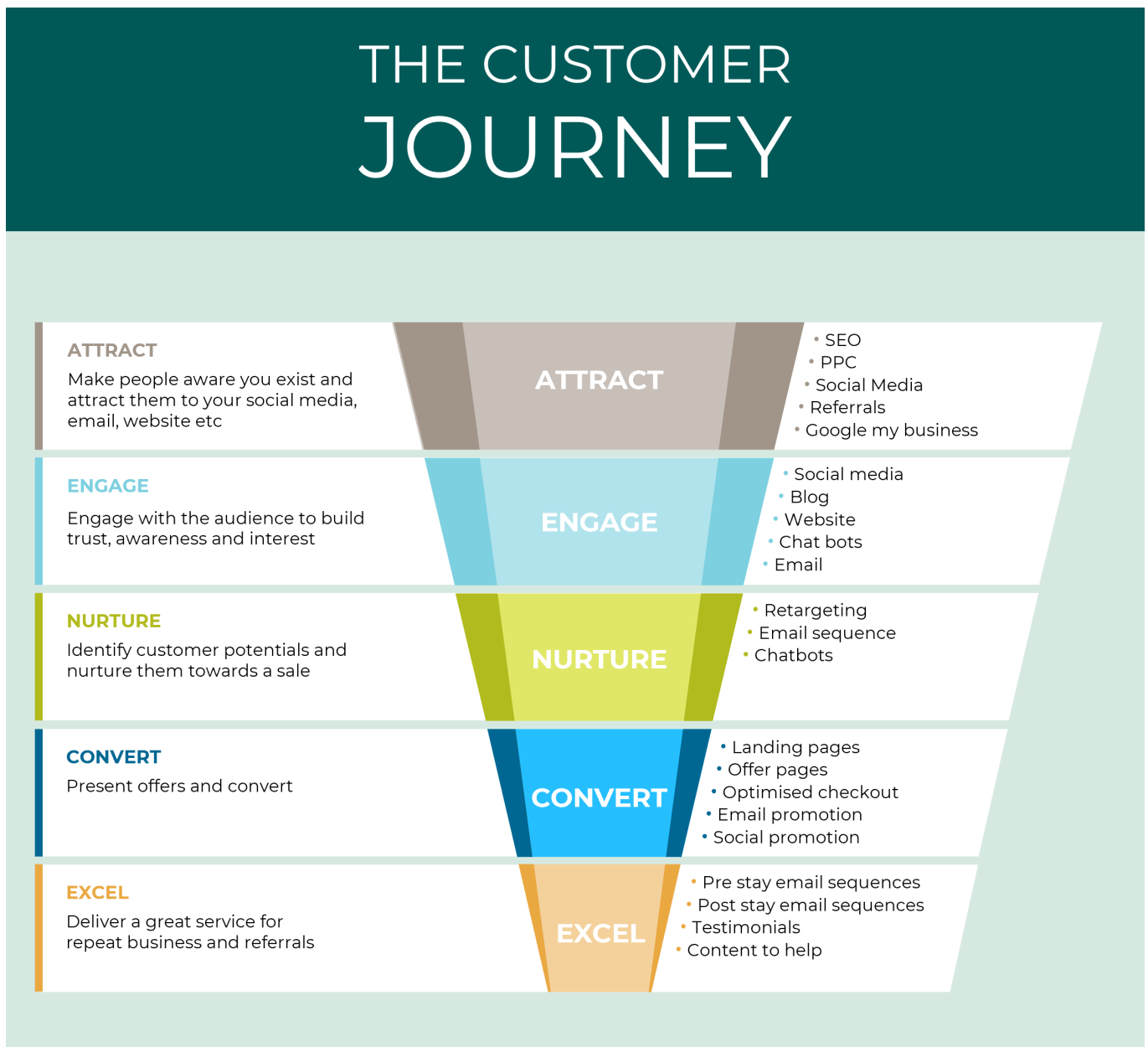
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DIGITAL MARKETING FRAMEWORK

In this document we will reference the 5 stages in the buyer's journey. The journey starts with the consumer recognising some need or a problem and ends (ideally) with solving that problem by purchasing from you and then helping promote your offering to other potential customers.



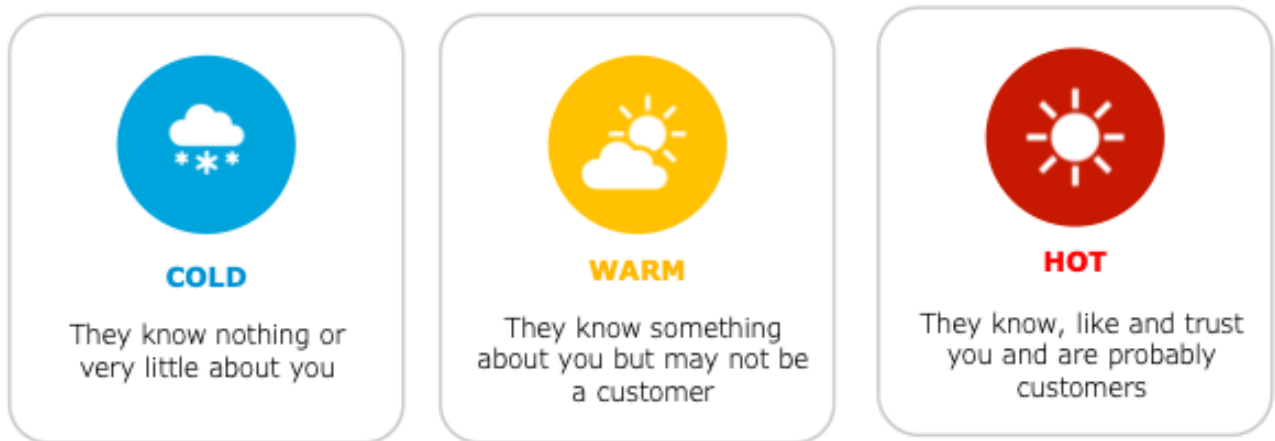
Note: The 5 phases can be mapped to awareness/consideration/decision phases which is another variation of the buyers' journey.



Audience Temperature

Audience temperature is another important concept to be aware of and we mention the different temperatures in this document.

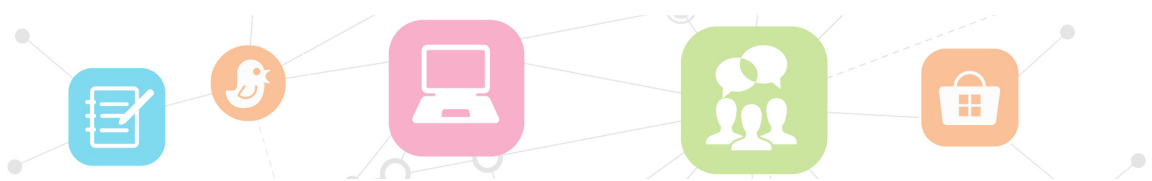
The warmer your audience is, the more likely they will become a lead, and ultimately a customer.



COLD – This is any audience that has not interacted with your company; they may never even have heard about your business before. It is harder to sell to a cold audience because they're far from being ready to buy and you first need to educate them about what your business has to offer.

WARM – A warm audience is somewhat familiar with your business. They may have visited your website and took some action while they were there (e.g. signed up for the newsletter) or engaged with your content on social media. In order to grow your audience, you need to constantly attract new 'cold audiences' and then work on warming them up.

HOT – These are the people who are ready to buy. They recently visited your website, demonstrated extremely high engagement when they were there (e.g. added to cart), or said they want to be notified immediately when an offer is available. Retargeting or selling directly to hot audiences is important.



VISION

Insert a high-level overview of your business together with the vision for your business. Then outline how digital marketing will help in achieving this vision.



SMART GOALS

One of the best things about digital marketing is that it is measurable. If you put an ad on a billboard you can only create an estimate to determine how many people will drive by the billboard and how many people would potentially take action after seeing it.

But with digital marketing the estimates are gone!

We can set up analytics to track all our digital marketing efforts which allows us to optimize and improve.

The best way to measure success is to set SMART goals.

SPECIFIC - Be as clear and specific as possible with what you want to achieve. Each goal should focus on one clearly defined metric.

MEASURABLE - Something that you can work out where you are now and what you have achieved.

ACHIEVABLE - You want to set ambitious goals, but you also want to make sure you think they are possible to achieve.

RELEVANT - Your digital marketing goals need to be relevant, for example, they need to lead to profit in your business.

TIME BOUND - Adding a timeframe will help provide motivation and keep you and your team accountable.

You will most likely revisit this section a few times as you may not be ready to create your SMART goals at this stage.

You will want to create SMART goals for each part of our framework. Converting your website visitors may be your most important goal but if you are selling to the same audience all the time,

SMART GOALS

- S SPECIFIC**
It's difficult to measure a vague goal
- M MEASURABLE**
Generally talks about numbers, percentages, etc.
- A ATTAINABLE**
It may not be easy, but we believe it can be achieved
- R RELEVANT**
Standing still is better than doing fast in the wrong direction
- T TIME BOUND**
If it doesn't have a date you've no deadline to aim for



that well may dry up. It is important to consistently build new audiences and that's why goals under the attract phase are also important.

We have included an example but please remove this and add in your own goals.

SMART Goal	Digital framework stage	Current	Future	How to measure
Increase organic traffic by 10% by June 2021	Attract	10,500 per month	11,550 per month	Google Analytics traffic report



COMPANY AND DIGITAL SKILLS ASSESSMENT

At some point you may have looked at your competitors and thought that your business would be so much more successful if you could do exactly what they are doing.

The reality is, you cannot mimic them no matter how hard you try because every business is unique. You have different people, products, goals, ideas, values, beliefs, etc. than your competitors.

Once in a while, you need to step back and do an assessment of your company's current position and your employees' capabilities. This will help you find out what is working well/not so well so you can make strategic plans for the future. You can use a powerful but simple technique to do this: SWOT Analysis.

Digital Marketing SWOT Analysis

A SWOT analysis helps you assess the following four aspects of your business.

It will help you make the most of what you have got, reduce the chances of failure by understanding your weaknesses, and eliminate risks that would otherwise catch you unprepared.

What we want you to do is a digital marketing SWOT analysis where you identify where are your strengths, weaknesses, opportunities, and threats.

<p>STRENGTHS</p> <p>(e.g. what have you done well, where do you have the skills already?)</p>	<p>WEAKNESSES</p> <p>(e.g. things your company lacks, things your competitors do better than you, lack of resources, etc.)</p>
<p>OPPORTUNITIES</p> <p>(e.g. opportunities to take advantage of areas of digital marketing you did not take advantage of before)</p>	<p>THREATS</p> <p>(e.g. what are the threats to you achieving what you want?)</p>



Digital Skills Analysis

Now you need to drill down into specific skills in Digital Marketing.

For Digital skills you have 3 choices:

- 100% done inhouse - You use the team you already have in place to deliver the digital marketing work required. For missing skills, you hire relevant people. This is generally hard to achieve because you may not have the budget for multiple hires and it is not possible to have someone that is an expert in all areas of digital marketing.
- Some inhouse and some outsourced - This is the typical model. You use a combination of an internal team and external team (e.g. freelancers, agency).
- All outsourced - We typically don't recommend this model because, at a minimum, you still need someone with strong digital marketing skills inhouse to get the most from the agency you're working with.

To complete this evaluation, use the following grading:

Competency	Description
No skills	You do not have anyone with these skills in your organisation
Basic	Some knowledge of the area but quite limited
Intermediate	Sufficient knowledge to perform this as part of their role and/or manage an external agency
Expert	In depth knowledge of a digital marketing area. For example, if this was SEO you would expect 5 to 10 years of experience in this area.

You'll also need to indicate who will fulfil this role. If you have low inhouse competency for a specific digital marketing area then you have to take action to upskill your marketing employee(s).

If you are outsourcing this work you still need to bring up the skill level of the employee so they can oversee the agency's (or the freelancer's) work.

Skill	Importance	Competency	To be delivered by	Action
SEO	High	Basic	New Hire	Hire someone
Email marketing				
PPC & Banner Ads				
Social Advertising				
Social media				
Content marketing				
Branding				



Online PR & Influencer marketing				
Conversion optimisation				
Digital analytics				
Chatbots				
Website development				

Ideal Team Structure/Resources

The Marketing Manager should be responsible for the overall digital marketing strategy including everything related to your website performance. They should have the responsibility of the overall marketing strategy and this should feed down into the digital marketing strategy. The Marketing Manager would also typically be responsible for related outsourcing partnerships e.g. marketing agency, design agency, SEO specialist etc.

Strategy needs buy-in from the top down and performance reporting needs to be brought back up the line to a part of senior management meetings, reviewing the main key performance indicators (KPIs) of the strategy. With an ever-increasing percentage of the marketing budget being allocated to digital strategy and growth, it is important to have this high-level company focus.

The delivery of the day to day digital marketing duties-can be carried out by a Digital Marketing executive. This would include managing social channels, keeping the website current and up to date with relevant imagery, content and messaging, email marketing, design and creative assets. They would also work on implementing the relevant promotional activities and campaigns throughout the website and special offers page.

For hotels there is a greater interdependence between revenue and marketing. Revenue will feed in to various areas depending on your business. For example, for a hotel you would be looking at occupancy and demand with the marketing team, rate strategy and ensuring this is up to date across all channels including brand.com. Marketing then works on a strategy to achieve the common goals and objectives of the marketing campaigns.



Target Audience

You need to clearly define the target audience as it affects everything you do online including your messaging, content, product positioning, branding etc. Copy the following template and use it for each major target audience.

Tip: Focus on the target audiences that drive 80% of your revenue in total.

Target Audience	[Give the target audience a name e.g. Domestic family]
Who is the buyer?	
What is the typical age range?	
What are their spending habits like?	
What are they looking for?	
Where do they come from?	
How often do they come back?	
What do they typically say about us (include testimonials)?	
Other details	



DIGITAL MARKETING ACTIVITY

The following is a breakdown of all the digital marketing activity that is likely to be part of your digital marketing plans.

SEO

SEO is the process of optimising your website to drive relevant traffic to your website.

SEO is broken down into 2 components:



An example of on-page optimisation is when you optimise any page on your website to ensure that Google indexes your content correctly. Onsite optimisation also includes identifying and fixing technical issues like broken links or duplicate content. A checklist for on-page SEO is at the end this section that you will find useful.

Off-page SEO is about generating links from external websites. The more links you get from websites that are high authority and relevant to your niche the better. For example, if Fáilte Ireland links to your website that is a very high authority website linking to you!

When you create content on your website Google is continuously sending out it's 'Bot' to find new content and index it. Every new piece of content on your website is a chance to drive more traffic!



SEO is a specialist skill so if you don't have it inhouse we recommend you get an initial SEO audit done on your website so you can identify the most important issues to resolve. The table below will assist you in assigning the actions you need to take.

Task	Assigned	Measure of success	Completion date	Cost



Support material:

SEO Checklist

Social Media

Social media is becoming increasingly important and it is a great source of direct and indirect revenue for businesses. Because of this importance you need to have a clear strategy in place.

When we talked about traffic temperature earlier on we talked about having a cold, warm or hot audience.

A cold audience is someone that knows nothing about your business. Of course, this audience is going to be more expensive to target because you have to educate them, build trust and convince them that you should be on their consideration list.

Social media is a great way of warming an audience. They go from being in an 'unaware' state to being 'aware'. They are aware of what you do, what you stand for and what customers get out of the experience when they stay with you, do an activity, visit your attraction etc.

Don't underestimate the importance of building that social audience.



Choosing the right channels

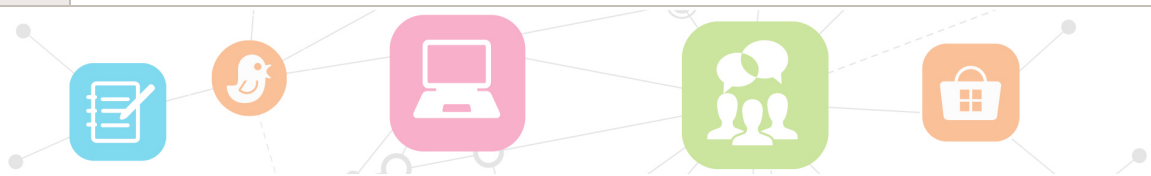
Being 'everywhere' strategy is a strategy for businesses with plenty of money. Everyone else is better off focusing on a small number of channels which will yield better results. Here are the most relevant channels at the present:

Channel	Details	Use it for
Facebook	<ul style="list-style-type: none"> • Largest social network • Relevant audience • Great targeting for ads • Great engagement with tourism-related content 	<ul style="list-style-type: none"> • Attracting and nurturing an audience • Targeted ads (also retargeting) • Promoting offers
Instagram	<ul style="list-style-type: none"> • Growing audience • Great targeting options • Direct messaging is great for generating sales • Stories are a great feature to take advantage of 	<ul style="list-style-type: none"> • Generating sales through DM and bio link • Attracting and nurturing an audience • Targeted ads (also retargeting)
Twitter	<ul style="list-style-type: none"> • Smaller audience but passionate audience • A lot of news-related content 	<ul style="list-style-type: none"> • Engaging with journalists, influencers and other businesses • Promoting offers/content
YouTube	<ul style="list-style-type: none"> • Easier to rank than Google • Engaged audience • Video is very popular 	<ul style="list-style-type: none"> • Attracting and nurturing an audience • Paid ads for promotions • Building a closer connection with that audience through video content
LinkedIn	<ul style="list-style-type: none"> • A business social network • Great for targeting businesses 	<ul style="list-style-type: none"> • Target corporates with promotions • Build relationships with companies

Social Media Analytics

As we mentioned earlier, besides tracking sales we also need to track activity at an early phase of the buyer's journey. If we only focus on sales and not on growing/nurturing an audience we may find that our sales dry up as we're focussed on selling to the same audience all the time.

Buyers stage	Metrics to track
Attract	<ul style="list-style-type: none"> • Size of audience • Reach of audience • Size of retargeted audience • Demographic of audience (growing the wrong audience is not good)
Engage	<ul style="list-style-type: none"> • Reach • Engagement e.g. likes, shares, comments



Nurture	<ul style="list-style-type: none"> • Visits to website • Email subscribers • Sign up to a chatbot • Engagement with offers coming up (e.g. sign up to be notified of offers)
Convert	<ul style="list-style-type: none"> • Sales online • Calls related to online promotions
Excel	<ul style="list-style-type: none"> • User generated content about experience • Testimonials

Building out your communications plan

When we're communicating on social media we need to focus more on attracting and engaging an audience than converting an audience. If we focus solely on conversion, we'll get less reach on our content and ultimately less sales.

Here is a plan for the type of content you need to create for each phase:

Type of update	
Attract (awareness)	<ul style="list-style-type: none"> • Competitions • Paid promotion • Cross promotion with other lists (e.g. email) • Content that will be shared a lot - emotional stories, inspiring people, success stories
Engage (awareness)	<ul style="list-style-type: none"> • Community - local business, things to do locally, events. • Details of the attraction/activity/Hotel etc • Employees • Environment (inside and around the business) • Location • Pre-launch offers • Great pictures/video • Content that encourages responses e.g. questions
Nurture (consideration)	<ul style="list-style-type: none"> • Sign up to the email list • Sign up to the chatbot • Message us
Conversions (decision)	<ul style="list-style-type: none"> • Competitions • Links to chatbot • Email opt-in • Direct promotion to website
Excel (advocate)	<ul style="list-style-type: none"> • Interacting with customer queries/posts



What are your content buckets?

Sharing content 'spur of the moment' is great and it is an important part of social media but you also need to define a structure to your content. See the types of content above and start figuring out what you are going to share regularly at different times/days. This could be evergreen content (does not go out of date) or some latest news you want to share.

Task	Assigned	Measure of success	Completion date	Cost



Support material:

- Social Media Content Calendar
- Social Media Analytics Report

Email Marketing

Email marketing is still a very valuable and important way of building your audience. Emails aren't just for selling. They are important at all stages of the digital marketing framework as they can also be used for educating potential customers.

Emails can inspire new ideas, offer travel tips, suggest activities and nurture subscribers until they are ready to commit. This is why you need to focus on consistently growing your subscriber list and segmenting the audience in a way that helps you further engage those who show more interest (i.e. click on linked offers) with personalised content and offers.

So, think about how you are growing your email list. For example, if you have a CTA (call to action) that invites visitors to 'sign up to the newsletter' in the footer of your website your conversion rate is likely to be around 1%. But you can increase that by 30 to 50 times with some focus and by outlining the key tasks you need to do and when you need to do them.

Task	Assigned	Measure of success	Completion date	Cost



Content Marketing

Content marketing is one of the most efficient ways to build your brand reputation and awareness online and to increase organic search traffic. Every page on your website is content that Google can index and send you relevant traffic.

Without content, you would not have an audience so it's important to create a content strategy that will help you drive traffic, target and retain customers.

When we talk about content we are talking about:

- Blog posts
- Product/service pages on your website
- All other pages on your website
- Imagery
- Video

A good starting point is a complete review of your existing content to find opportunities to repurpose your best performing content, remove content that is outdated or has little value and determine what types of content to create next.

The insights you gain from auditing your content will help you make changes that will improve your lead generation, sales, and marketing processes.

Consistent quality content helps support every other part of your digital marketing strategy. It is the connective tissue that holds together your email marketing campaigns, social media posts, paid advertising campaigns, and any other marketing effort you can think of. In short, content is what helps make your campaigns successful.

But if you want to create valuable content that builds audiences, drives conversion, and creates brand supporters you first need to develop a content plan.

Task	Assigned	Measure of success	Completion date	Cost

Check out our editorial plan which will help you plan out your blog content.



Support material:

- Content Editorial Plan



Paid Ads

Paid Search is designed to maximise your brand visibility and put your brand in front of a highly targeted audience through advertising. In paid search campaigns you are paying for clicks on your ad and/or impressions (how many times an ad was viewed by users).

Paid Search can be done through Google, Social Channels and Metasearch. Your Paid Search Strategy should mirror your overall Marketing Strategy and you should select a suitable mix of Paid Campaigns to help you achieve your marketing objectives.

Your unique selling points should be highlighted in your ads to increase click-through rate, lower cost per clicks and improve conversion rate of the campaigns. Your campaigns should be broken down by Business Segment and set to deliver on the business goals identified e.g Display campaigns will have different business goals to conversion campaigns and brand campaigns.

Paid Campaigns - Customer Journey

When developing your Paid Search strategy you will need to identify your needs as a business. If your focus is on occupancy growth or new markets you are going to need a mix of upper funnel and lower funnel campaigns. If you focus on channel shift you are more likely to use lower funnel activity.



Awareness

YouTube Ads
 Google Display - Affinity Audiences
 Upper Funnel Paid Search
 Facebook Interests - Traffic

Consideration

Google Display - In Market
 Google Display - Custom Intent
 High Intent Non Paid Search Terms
 Facebook Similar Audience - Conversion

Decision

Brand Search Terms
 Remarketing
 Facebook Remarketing
 Metasearch

Repeat

Brand Search Terms
 Remarketing
 Facebook Remarketing

Campaign Breakdown

Campaign	Description	KPI
Awareness		
YouTube Ads	Target customers based on Interests and Demographics with a YouTube ad that focuses on Key Selling points of the tourism business with a call to action to visit the website.	<ul style="list-style-type: none"> Video views and website traffic
Google Display - Affinity Audiences	Target potential customers with banner ads based on interests and affinity categories - e.g. TV lovers, beauty mavens, green living enthusiasts.	<ul style="list-style-type: none"> Impressions, website traffic and bounce rate



Upper Funnel Paid Search	Higher volume broad but relevant search terms - for example Hotels Dublin city centre, Activities Dublin city centre.	<ul style="list-style-type: none"> Website traffic
Facebook Interests	Target customers on Facebook based on their interests. Campaign objective would be set as Traffic.	<ul style="list-style-type: none"> Traffic to site, bounce rate
Consideration		
Google Display - In Market	Target customers based on their browsing behaviour online. For example, someone who has looked at Dublin hotel sites will be in the market for Hotels in Dublin or someone that has browsed sites about activities will be in the market for activities!	<ul style="list-style-type: none"> Traffic to Site, bounce rate, traffic to booking engine
Google Display - Customer Intent	Target customers on Display Network based on the previous searches - for example if they searched for Hotels in Galway / Activities in Galway in the last 7 days.	<ul style="list-style-type: none"> Traffic to site, bounce rate, traffic to booking engine
Google Search - High Intent Non-Brand Phrases	Target niche targeted phrases on Google Search - for example Hotels with a Swimming Pool in Cork or specific activities in activity centres.	<ul style="list-style-type: none"> Traffic to site, bounce rate, traffic to booking engine, bookings
Facebook Similar Audiences Campaigns	Target potential customers on Facebook who are similar to customers who have booked with you previously. Campaign objective set to conversion.	<ul style="list-style-type: none"> Traffic to site, bounce rate, traffic to booking engine, bookings
Decision / Purchase		
Google brand Campaigns	Targeting brand phrases. Ensure you are appearing above OTAs (if you advertise there).	<ul style="list-style-type: none"> Bookings, revenue and CPA
MetaSearch	Appearing with live rates on Google Hotel Ads and TripAdvisor. Ensure you are appearing ahead of OTA's subject to CPA. CPA should be lower than OTA Commission.	<ul style="list-style-type: none"> Bookings, revenue and CPA



Google Remarketing	Targeting customers who have previously been on the site and Booking Engine with Google Banner Ads	<ul style="list-style-type: none"> Bookings, revenue and CPA
Facebook Remarketing	Targeting customers who have previously been on the website and Booking Engine with Facebook Ads	<ul style="list-style-type: none"> Bookings, Revenue and CPA

What business segments should be covered

Business Segment	Objective	Campaigns	Measurement
Rooms	For example, grow occupancy, reduce cost of sale, channel shift, grow in New Markets	What campaigns do you need to include to achieve rooms objective?	For example, revenue, % cost
Weddings	For example, grow wedding volume for 2021 / 2022	What campaigns do you need to include to achieve weddings objective?	For example, wedding enquiries, wedding close rate, booked weddings
F&B	For example, grow takeout Business	What campaigns do you need to include to achieve F&B objective?	For example, book a table clicks, covers, takeout revenue
Attraction visitors	For example, footfall campaign	What campaigns do you need to set up to achieve increased footfall?	For example, % CPA, online bookings, online revenue
Shop	For example, grow product sales online	What campaigns do you need to set up to achieve this?	For example, % CPA, online product sales, online voucher sales

Task	Assigned	Measure of success	Completion date	Cost





Support material:

- PPC & CPA Calculator Checklist
- CPA Calculator (Excel spreadsheet)
- Asset Requirement Checklist

Branding

Competition is rife, there are so many options for consumers to choose from but how do they choose you?

This is where your branding and positioning of that brand comes in.

Branding personifies your tourism business. It gives your business a unique voice and personality traits, recognisable look and feel, and a set of values that your target audience can identify with. All of this helps you appeal to the right audience and makes you more relatable.

With a unique brand voice and brand design, you'll make your business stand out as the best option for a safe and unforgettable experience.

If you haven't invested in building your brand yet, make this a priority. A strong brand will provide your team with a sense of direction and help customers understand what your tourism business is about.

Think about your visual branding and what can be improved e.g. you may need a logo redesign, a fresh colour palette, or a new style of imagery that better reflects the kind of experiences you offer.

Maybe you'll need to adjust your brand voice and tone or create a compelling brand story that you can use on your website, social media, and other marketing materials and channels. In any case, you'll need a plan and filling out the sheet below is a good starting point.

Task	Assigned	Measure of success	Completion date	Cost



Support material:

Branding Audit Checklist



Online PR & Influencer Marketing

There's a lot you can do on your website and social media channels to attract and engage your target audience but you also need to reach out to other audiences to promote your business.

For example, if an online newspaper is writing articles promoting tourism businesses, how do you get featured in those articles?

How do you build relationships with key influencers (e.g. journalists) that will talk about what you do?

Are there "micro-influencers" in the travel niche that you could work with to reach smaller but highly engaged audiences?

You may start your influencer research by exploring different hashtags on relevant social media channels and following influencers related to your market. Or you can use influencer identification tools to find influencers and see the size of their audiences and their engagement rates. This will help you decide if a partnership is worth pursuing.

Influencer marketing is a really powerful tool that you can use to get your brand message in front of audiences in a more authentic way than regular advertising but you need to build a plan of action first.

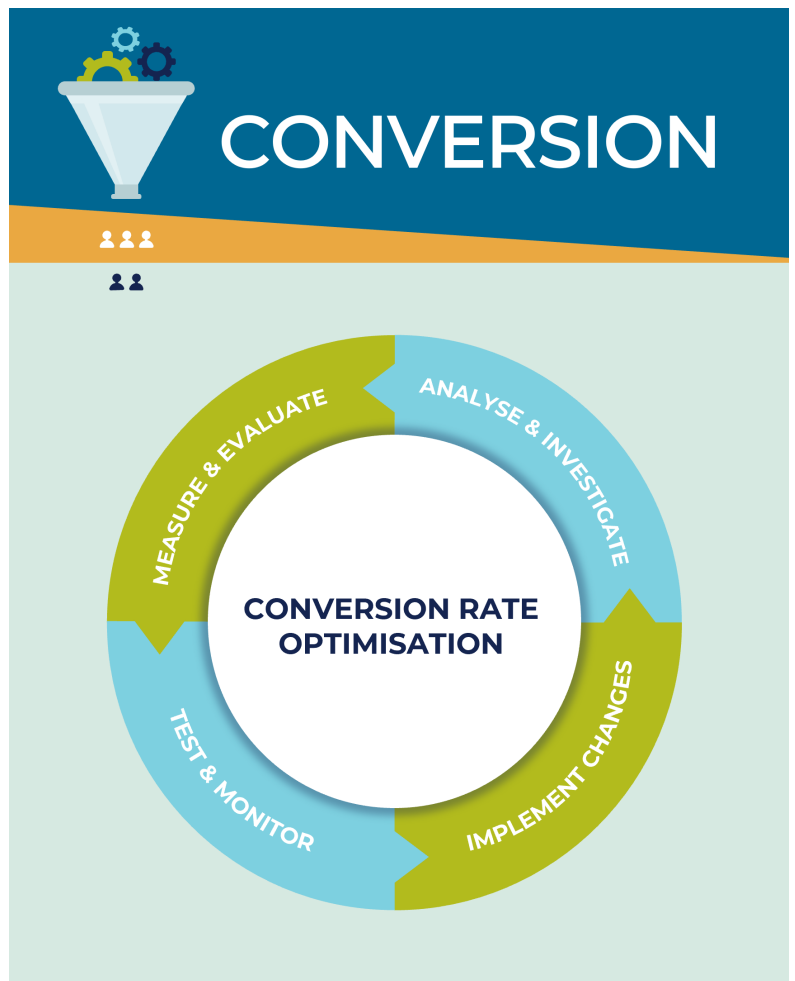
Task	Assigned	Measure of success	Completion date	Cost



Converting your Website Visitors

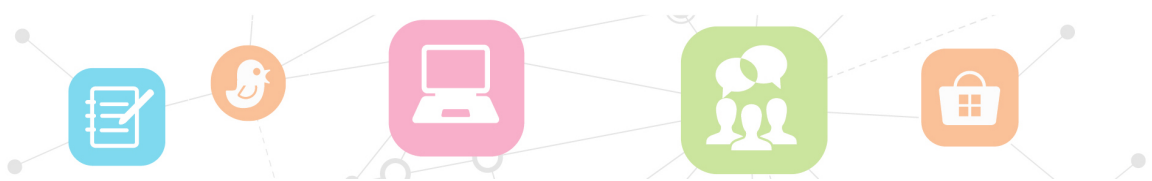
Conversion rate optimisation is the process of turning the highest possible percentage of your website visitors into customers. When you get those visitors to your website and you build all those warm/hot audiences you want to convert them into customers. This section will cover how to measure the full customer journey to ensure you are making decisions that have a positive impact on conversion rate.

There are many tactics that you need to consider as part of the conversion optimisation process and we will cover the most relevant ones during the training. You can break Conversion into 4 distinct sections.



- 1 Analyse & Investigate - What is happening now i.e. what is your current conversion rate? Where are people dropping off on their path to conversion?
- 2 Implement Change - What changes can you make to improve conversion? For example, do you need better CTAs, more effective product pages, better targeted offers or a simpler booking process?
- 3 Test & Monitor - Test every change that you implement (using a/b testing) and monitor the impact.
- 4 Measure & Evaluate - Did this change have a positive impact and if so roll it out!

	2020 Actual	2021 Target
Traffic		
Website Conversion Rate		
Booking Engine Conversion Rate		
Revenue		



Task	Assigned	Measure of success	Completion date	Cost



Support material:

CRO Checklist



DIGITAL ANALYTICS

In the online world your website is your storefront so it is critical to measure its usefulness and track your ROI.

First, you need to define the goal and purpose of your website – and more directly, your conversion goals. These need to drive what you measure.

Examples of broad goals to measure on your website could include:

- Generating sales
- Generating leads
- Generating revenue
- Growing an audience

More specific goals could include things like: made a booking, viewed a pricing page, filled out a contact form, time spent on an offer page, etc.

Here we will cover the main areas that you need to track and analyse to continually improve the results of your digital marketing efforts. These can be set up using Google Analytics and Google Tag Manager. The sheet below outlines what needs to be set up, why and by who.

Type	What is being Tracked	Why	Who
Goal by page	Visits to a Thank You page	Wedding form submitted, etc.	Marketing team (Internal or External)
Funnel Goal	End to End user journey	To increase conversion rate.	Marketing team (Internal or External)
Ecommerce tracking	Revenue	Tracking online revenue bookings, vouchers, product sales through the shop.	Booking engine provider.
Goals with Event tracking	Phone calls, Email Clicks	Ringling from site via mobile, make a booking, family enquiry, opening times, spa enquiry	Marketing team (Internal or External)



Task	Assigned	Measure of success	Completion date	Cost



Support material:

- CRO Checklist
- Setting Up UTM Tracking

SUPPORTING DOCUMENTATION

The following are supporting documents for this programme.

- Asset Requirement Checklist
- Blog Post Checklist
- Branding Audit Checklist
- Campaign Audit checklist
- Content Editorial plan
- CPA Calculator (Excel Spreadsheet)
- CRO checklist
- GDPR checklist
- Monthly Report Template
- PPC checklist
- Resource & Budget ROI (Excel Spreadsheet)
- Resources Required to Execute on a Digital Marketing Strategy
- SEO checklist
- Setting Up UTM tracking Guidelines
- Social Media Analytics Report
- Social Media Content Calendar
- Target Audience Template
- Landing Page Infographic & Example
- Setting up UTM Tracking
- Quarterly Ezine Scheduler



Resources Required to execute on a Digital Marketing Strategy

The below is a list of the resources required to execute on the main digital marketing techniques that are the largest drivers of traffic. These are E-Commerce, Paid Search Advertising, Search Engine Optimisation and Social Advertising. These 3 areas would typically drive over 70% of traffic to your website.

E-Commerce Paid Search Advertising and Social Advertising represent a very immediate result in getting qualified and targeted traffic to your website, however they come at a cost as you pay for visitors. Search Engine Optimisation is a long term strategy focusing on specific keywords or key phrases that you want your business to rank for. This traffic is free or organic traffic and the investment to gain this traffic is time and resource.

E-Commerce Manager Inhouse

An internal Digital marketing manager or E-Commerce manager is responsible for the strategic growth of the business. They should liaise with either internal or external resources in terms of executing on the strategy with goals, objectives and targets applied to a clear vision. The digital marketing strategy should be aligned to the overall goals and objectives of the business.

Main Responsibilities:

- Define digital strategies for the business and effectively communicate recommendations to executive management.
- Work across internal and external stakeholders to implement the digital strategy.
- Measure, analyse and report performance of all marketing campaigns, and assess against goals (ROI and KPIs).
- Identify best practice marketing technologies, platforms, tools and systems to support the overall digital marketing strategy and effectively implement to enhance digital growth and customer experience.
- Working knowledge of web design principles, best practices, and content management platforms.



- Collaborate with external partners such as Website Providers, Digital Media Partners, Conversion Specialists and internal teams including sales and IT.
- Manage, maintain and drive all Social Media channels in line with overall digital marketing strategy.
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues.
- Manage day-to-day messaging/posts on social media.
- Create, maintain, and implement digital marketing content calendars.
- Update and manage blog, e-newsletter, and social media (including regular posts, news, job listings, etc.).
- Establish performance specifications, cost and price parameters, market applications and sales estimates.

Experience Required

- Knowledge and understanding of how to use Google Analytics.
- Knowledge and understanding of Keyword Planner.
- Knowledge and understanding of Webmaster Tools.
- Knowledge and understanding of Content Management Systems.
- Experienced in utilising reporting and SEO tools such as SEM Rush and Search Console.
- Knowledge of latest SEO Best Practices.
- Ability to devise and create compelling SEO friendly content.
- Strong attention to detail with an analytical and commercial business view.



- Proven ability to grow brands, deliver on digital marketing strategies and deliver increased and profitable customer acquisition.
- Strong written and verbal communications skills.
- Demonstrable successful experience leading and managing SEO/SEM, social strategies, marketing, database, email and/or display advertising campaigns.

PPC Specialist (Paid Search Specialist)

A Paid Search Specialist is responsible for generating traffic and revenue through paid advertising and should be qualified through Google Ads with a certification from Google in this discipline. Their role is to identify and map the business goals to a digital strategy and build campaigns that help achieve these goals profitably. Within Paid Search the below are the related services that help grow traffic and revenue:

- Google Adwords Management.
- Remarketing.
- Mobile Targeting.
- Display Advertising.
- Google Shopping (Where applicable).
- Youtube Advertising.

The Paid Search Specialist will make sure that the campaigns are optimised cross platform to ensure targeting of the right customers at the right time and on the right platform while achieving a profitable return on investment.

Their main responsibilities should include:

- Creation and Management of Effective PPC campaigns on Google AdWords.
- Maximising Revenue Opportunities while working within ROI and CPA targets.
- Ensuring PPC Strategy is consistent with the overall Digital Growth Strategy for the business.
- Ensuring each campaign is consistent with Best Practice and is Continually Optimised using the below tactics.
 - Ad Copy Ad Testing.
 - Optimising Click Through Rate and Quality Scores.
 - Ongoing Keyword Research and refinement of Keyword Targeting.
 - Bid Management Optimisation.
 - Optimising Conversion Rates.



- Creating conversion goals and adding conversion tracking.
- Audience development to target Age, Location, Behaviour and optimise for greatest value per visitor.
- Remarketing Campaign to target customers at different stages of the purchase path.
- Attribute spend based conversion opportunity.
- Implementation & testing of extensions.
- Identifying and reporting on key performance indicators and opportunities for improvement regularly.

Paid Social Specialist

A paid social specialist is responsible for generating traffic and revenue through paid advertising on social channels such as Instagram, Facebook and LinkedIn. They should have a certification from Facebook which covers both Facebook and Instagram. Their role is to identify and map the business goals to a digital strategy and build campaigns that help achieve these goals profitably.

Their main responsibilities should include:

- Creation and management of effective Paid Social campaigns on Facebook, Instagram and LinkedIn.
- Maximising revenue opportunities while working within ROI and CPA targets.
- Ensuring Paid Social Strategy is consistent with overall Digital Growth Strategy.
- Developing Full Funnel Strategies.
- Ensuring each campaign is consistent with best practice and is continually optimised using the below tactics.
 - Ad Copy Testing.
 - Optimising Budgets.
 - Ad Format Optimisation.
 - Optimising Audience and Interest targeting.
 - Testing Different Bid Strategies.
 - Landing Page Optimisation.
 - Optimising Conversion Rates.
- Identifying and reporting on key performance indicators and opportunities for improvement regularly.



Search Engine Optimisation

A Search Engine Optimisation specialist is responsible for the increase of the website's visibility within the organic results of a search engine. This will ultimately result in increased traffic and revenue growth.

Their main responsibilities should include

- Develop and implement SEO Strategy for the business.
- Develop and implement Content Strategy for business.
- Develop SEO plans and strategies resulting in tangible growth in organic traffic.

Experience Required

- Knowledge and understanding of Google Analytics.
- Knowledge and understanding of Keyword Planner.
- Knowledge and understanding of Webmaster Tools.
- Knowledge and understanding of Content Management Systems.
- Ability to update Meta Data, Content and H1 Tags.
- Experienced in utilising reporting and SEO tools such as SEM Rush, and Search Console.
- Understanding of Search Engine algorithms and ranking methods.
- Knowledge of latest SEO Best Practices.
- Ability to cultivate SEO keywords and phrases to drive website traffic.
- Ability to devise and create compelling SEO friendly content.
- Identify technical improvements and send through to Development Team.
- Ability to develop link building strategies.
- Strong analytics skillset.
- Strong written and verbal communications skills.

NB If you are working with an agency it is important that the agency is recognised by Google and Facebook if these are the areas they are focusing on for you.

Your agency needs to be a Google partner and a Facebook partner and their employees need to be certified in Google Ads, Google Analytics and Facebook Marketing in order to carry out the above mentioned tasks.

