

Expert advice and guidance from the
Communications Sector

DIGITAL MARKETING

MEET OUR EXPERT

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Conscious Communications is a public relations and marketing agency, with a conscience.

Founded on the principles of a conscious business, the company's open and transparent approach ensures it makes clear and conscious decisions for its clients that are proven to achieve positive results and help drive business.

The team provides strategic development, external communication and reputation management, internal communication, crisis and issues management support. They work with clients in many sectors including education, professional services, leisure and tourism, property and construction, sustainability, not for profit, food and nutrition and retail.

Get in touch at www.consciouscomms.com

Would you like to get involved with our Communications Sector? Do you have ideas for future events or expertise to share in a guide like this?

Please get in touch with Helen Bosett, Sector Co-ordinator at Cambridgeshire Chambers of Commerce on 01733 370809 or email h.bosett@cambscci.co.uk

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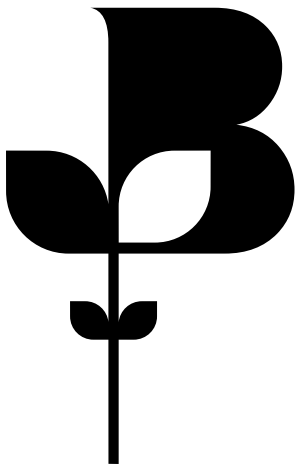
Diagnose your business' digital marketing health

Digital marketing is not a stand-alone genre of marketing. For marketing to bring return on investment, digital marketing efforts must build upon an established marketing strategy. Digital marketing doesn't just refer to social media either, it encompasses all aspects of your online presence (website, social media, on-line advertising, editorial, reviews, blogs, forums etc.) which send out messages about your business.

Digital marketing health depends on assessing the digital platforms currently available and determining which will benefit your business most. You need to ensure that all digital activity is cohesive and is communicating the same message(s).

“Take a risk and keep testing, because what works today won't work tomorrow, but what worked yesterday may work again.”

Amrita Sahasrabudhe



Top tips for tip-top digital marketing health

- 1 Is your business being found by search engines?**
Whether people are searching for your brand direct or are searching for related keywords, your business needs to be found! You may wish to investigate Search Engine Optimisation or Pay per Click. Create a verified Google+ page to ensure your business is found by local searchers.
- 2 Website navigation needs to be simple**
Use Google Analytics to track the time visitors spend on your site, measure conversion, and ask friends to test your site – ask for honest feedback on usability!
- 3 Make sure your website is suitable for mobile and tablet browsing!**
Many websites are now accessed more often by mobile or tablet than by desktop or laptop*.
*<http://www.shopify.com/blog/15206517-mobile-now-accounts-for-50-3-of-all-ecommerce-traffic>

EMAIL

- 4 Clean up your contact lists!**
It is essential to keep contact lists 'clean', which means having efficient systems for removing contacts who wish to unsubscribe and, ideally being able to automatically segment contacts according to preferences and demographic information. Use an email marketing platform.
- 5 Analyse the data...**
Check open rates, click through rates, unsubscribe rates, most popular links clicked, social shares, and track revenue.

ADVERTISING IN THE DIGITAL AGE

- 6 Select the best outlet(s) according to your budget and target demographic...**
...from online newspapers, magazines, and blog sites offering 'skyscraper' or 'banner' advertising space. Consider Google's 'remarketing', Facebook and Twitter advertising or 'paid promotions'. Other social media platforms will not be far behind... Conversion can be just a click away – consider carefully the call to action, i.e. which landing page to link to.
- 7 Track your digital advertising**
Use offer codes, unique URLs, and social media platforms' own (often free) reporting tools.
- 8 Social Media**
Now in a league of its own, there is a helpful leaflet full of top tips available from our website: www.cambridgeshirechamber.co.uk.

