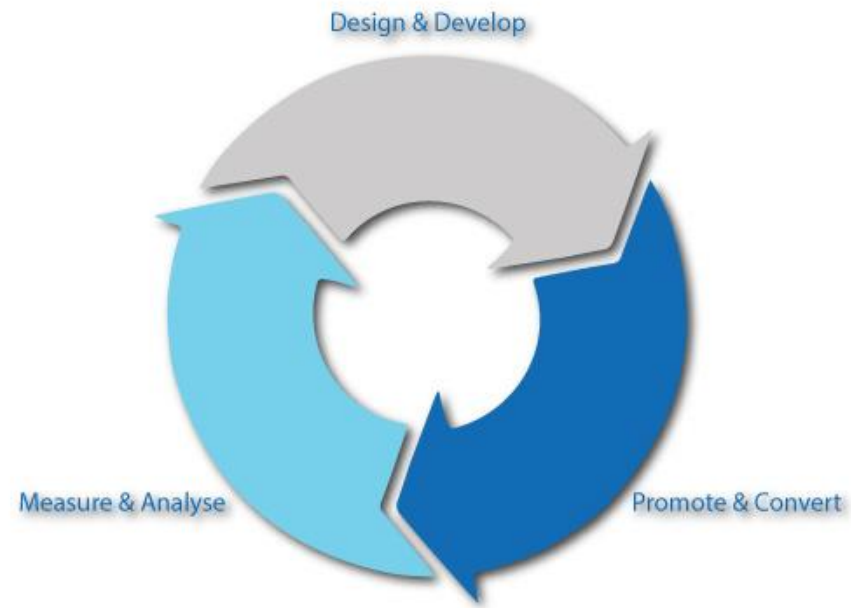


Go All Digital Integrated Online Marketing Strategy



Presented by Spyros Mygdanis & Giorgos Kalaitzis

About this presentation



1. Websites – Elements of a successful website
2. Content
3. Internet Marketing Channels
4. Building your online strategy

1. Websites – Elements of a successful website



Why is important to have a website?



- You can have a complete presence
- Integrate Online Marketing
- Accessible 24/7
- Increase reach
- Credibility

What makes a website successful?



- Clean Architecture
- Don't confuse the user
- Attract Attention
- Stylish Design
- Clear Structure
- Easy Navigation
- Professional

What makes a website successful? (Cont.)



Send a clear message

- Who you are
- What you do
- What's special about you
- Whom you serve

What makes a website successful? (Cont.)



Mobile Friendly

- Responsive Design
- Mobile Site (e.g. m.yourwebsite.com)

Site Performance

- Clear Code
- Speed Optimization
- Hosting (shared – Private)

What makes a website successful? (Cont.)



Call to Action (CTA)

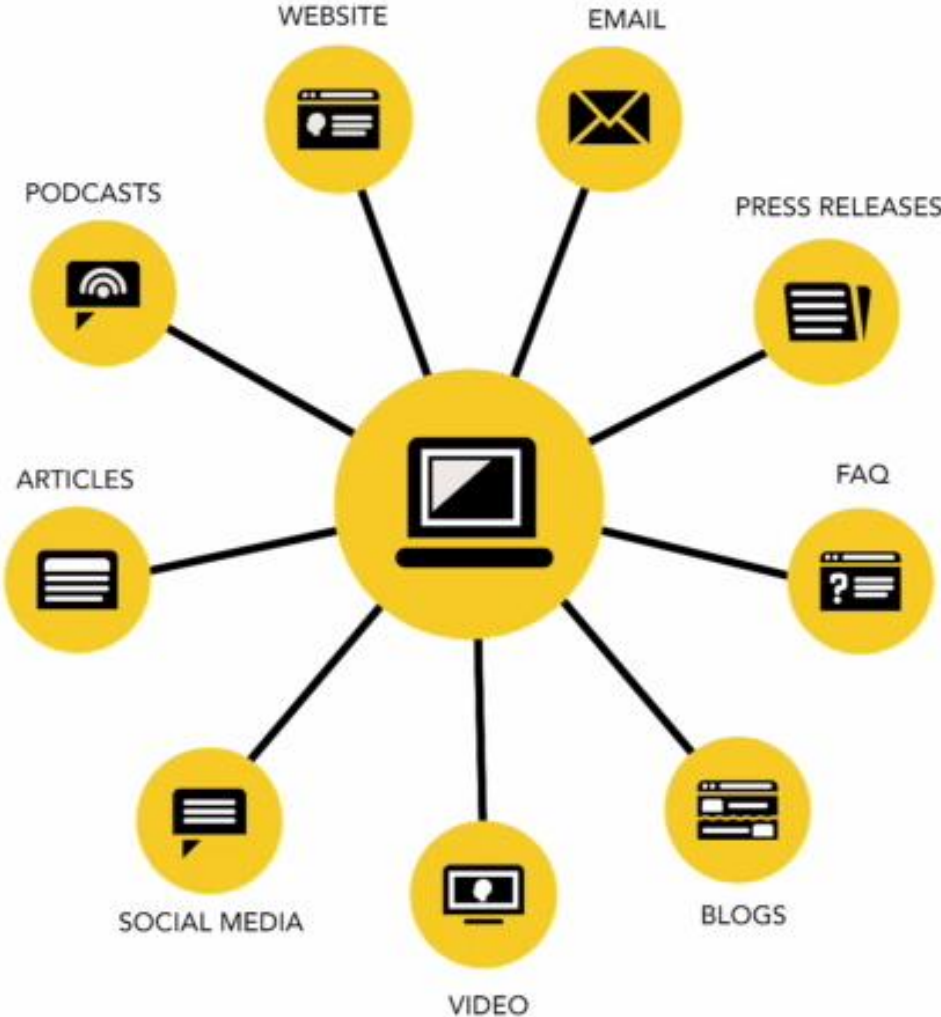
- Guidance
- Hook (offer something)
- Design (make it stand out)
- Placement
- Test

High Value Content

2. Content



Content is more than texts in a website



Content is the King

Authority

- Publish in a regular basis
- Create your own valuable content
- Share important information

SEO

- Links from third websites
- Social Media Boost

Content is the king (Cont.)



Adds value to customers

- Educate your audience
- Convey your message
- Inform about company news
- Customer Care

3. Internet Marketing Channels



e-mail



e-mail Marketing

What is email marketing

- Old tried method of internet marketing
- Message to large audience

Why is important

- Personal
- Opt-in
- Targeted list

Create a good list



- Website forms
- Email signatures
- Landing pages
- In store opt-in

Do's

- Send relevant content
- Include opt-out
- Use HTML
- Use CTA's
- Validate your list
- Personalise
- Measure
- Use A|B Tests (for audience, content, subject line etc.)

Don'ts



- Send too often
- Use your server resources to send bulk
- Avoid Spam
 - Too much punctuation
 - Capital letters
 - Too much color
 - Image only, no alternative text

E-mail marketing KPI's



- Open rate
- Click rate
- Unsubscriptions – Below 0,5%
- Spam complaints – Below 0,1%
- Bounces – Below 5%

Marketing Goals



- Deliver valuable content
 - Educate
 - Inform with news/blog
- Boost brand's visibility
- Establish brand's authority
- Direct Sale

Search Engines



Search Engine Marketing



How Search Engines Work



Keywords

1. Create a list of words that better describes you
2. Create a list of words that your potential customers use
3. Collect information from Keyword Planner (adwords)
4. Focus on 2-3 keywords



Factors that affect SEO

Architecture

- Technology used (HTML, Flash, Javascript)
- Structure
- Clean code
- URL'S

Do this!

<http://www.site.com/category/folder/this-is-a-file-name>

http://www.site.com/bad+structure?=123&why_god?

Not this!

Factors that affect SEO (cont.)



Keywords

- Metatags
- Link titles
- Anchor tags
- Content

Links

- Internal links
- External links

Search Engine Advertising (PPC)



PPC = Pay per click

- Fixed rate ppc
- Auction based ppc

CPM = Cost per thousand impressions

Benefits



1. Targeting
 - Demographic
 - Geographic
 - Contextual
2. Flexibility
3. Works on small budgets too
4. Generates traffic from Day1

AdWords – Search network



AdWords – Google Display Network



The screenshot shows a TechCrunch article titled "Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product". The article is by NG Siegler, published 8 hours ago, and has 26 comments. A red arrow points from the text "THESE ARE DISPLAY ADS" to a banner ad at the top of the page. The banner ad features the TechCrunch logo, a "CONQUER CANCER" logo with a bicycle, and the text "JOURNEY OF A LIFETIME" with a photo of a cyclist. Another red arrow points from the same text to a black display ad on the right side of the page. This ad contains the text "After that it PAYS YOUR BUSINESS." and a small image of a person's hand holding a pen.

THESE ARE DISPLAY ADS

Remarketing



Mobiles



Why mobile marketing is important?



- Mobile browsing increases in Greece
- Reach users easily and everywhere
- Mobile friendly websites affect SEO
- Easy social media integration
- Enhanced user experience
- Better user engagement
- Boost Sales

Mobile app or mobile site



Mobile sites: Deliver content in mobile friendly environment

Mobile apps: Engage users using native functions

Native Apps Vs Web Apps

Native apps: Operate in Android or iOS

Web apps: Build in HTML5

Native Apps Vs HTML5 Apps

Native Apps	HTML5 Web Apps
Γρήγορες και με διαδραστικότητα	Στο διαδίκτυο με αίσθηση κανονικής app
Αναπτυγμένες δυνατότητες Ασφάλειας	Βασικές δυνατότητες ασφάλειας
Υψηλά κόστη Εφαρμογής	Λογικά κόστη Εφαρμογής
Offline Πρόσβαση	Χρειάζονται Internet αλλά μερικώς παίζουν και offline
Δυνατότητα προώθησης μέσω Appstores	Ατομική προώθηση
Αξιόπιστη πρόσβαση σε ενσωματωμένες δυνατότητες του κινητού	Συνεχής βελτίωση της εσωμάτωσης με την κινητή συσκευή

Mobile Advertising



- Increase your visibility
- Enhance user experience
- Increase sales
- Build loyalty

Social Media



Social Media Marketing



- Increase brand Awareness
- Increase brand loyalty
- Generate traffic for your website
- Get SEO boost from social signals

There are more than 4 million Greek users in Facebook

Social Media Marketing Works



- Easy communication vehicle
- Community sharing makes networking fast and global
- Entertaining

Social Media Goals



- Generate traffic to website
- Brand awareness
- Community building
- Loyalty

Remember



In social media we

- Communicate
- Collaborate

So,

Don't push sales

Be nice, be human and your content will be well recieved

- Posts in chronological order
- Not just online journals
- Core of social media marketing (when posts show authority, serve customers, build community, support public relationships)
- Increase search engine results
- Share blog posts as links via social networking sites (facebook, linkedin, twitter)
- Manually or automatically

Which Social Media is right for me?



First answer:

- What kind of content?
- What kind of audience?
- What is your budget?
- Where is your competition?

Social Media Presentation



Facebook

- Most popular social media networking platform
- Community Engagement not for sales (Facebook Eshops)
- Event Marketing
- Facebook Apps for better engagement
- PPC Campaigns
- Video Marketing
- Location Marketing (Expose your company to others)

Social Media Presentation (cont.)

Linkedin

- Community of companies & professionals
- Target people in your market
- LinkedIn Ads (PPC Campaigns)

Social Media Presentation (cont.)



Youtube

- Video watching is one of the number 1 activities online
- Entertainment factor that's why success
- Must be short, 15 -45
- Create a channel (youtube) and embed your video to your site/blog or to your networking sites
- Remember to add tags for better search (also in search engines)
- Video titles, tags, description
- On brand, intelligent and fun

Social Media Presentation (cont.)

Google+

- Similar features with Facebook
- Google Pages
- Google Apps
- Increase SEO
- Interact via circles in YouTube

Social Media Presentation (cont.)

Twitter

- Easy to share (short message)
- Ignite Conversation
- Increase Traffic (links)
- Event Marketing
- News Feed
- Retweet
- Twitter Ads

Social Media Presentation (cont.)

Pinterest / Instagram

- Easy to share (short message)

Stumbleupon, Reddit, Digg

- Social Bookmarking Sites
- Increase SEO
- Increase Traffic

Foursquare

- Location Marketing (Expose your company to others)

4. Building your online strategy



Building Your Strategy



1. Set your Goals
2. Evaluate your options
3. Set Budget and time frame
4. Measure - Analyze - Improve

Set your goals



- What do you want to achieve online
- How that relates to your general business objectives

Marketing Goals

- Brand awareness
- Direct Sale
- Lead Generation
- Educate audience
- Customer retention/ loyalty

Evaluate your options

Goal	Medium	Key Performance Indicators
Brand Awareness	Social Media, Content, Google Display Network (CPM)	Reach, Impressions, pageviews, clicks
Direct Sales	PPC – CPM, Content, email	Sales, downloads, cart abandonment rate
Lead Generation	SEO, PPC – CPM, Content, Email	Lead Value, Traffic to Lead Ratio, Number of Form fills
Lead Nurturing / Education	Content, Email	email Subscriptions, blog pageviews
Customer Retention / Loyalty	Social Media, Content	Clicks, likes, +'s, (engagement)

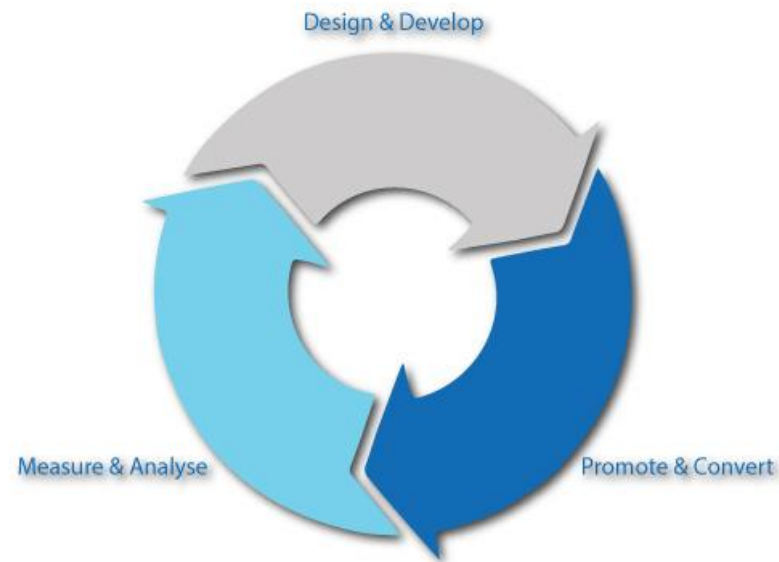
Final steps

1. Set your budget per channel (part of your overall marketing budget)
2. Set your time frame (start - end dates)



Measure - Analyze - Improve

Go All Digital Integrated Online Marketing Strategy





Give us feedback for this workshop: <http://PanelSensor.com/kalaitzis>

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