



Digital Marketing Guide
with Website Planner

BIG PICTURE STUDIO'S

DIGITAL MARKETING GUIDE

A short dictionary of definitions & concepts

The decision to advertise your business online is a big one. It can be intimidating, but can also provide enormous success when done well over time. Here are some general terms and guidelines to help cut through the confusion & plan well.

WEBSITE

Your website is your most valuable “owned” digital property. It’s where you can say and show exactly who you are and what you offer in the most controlled environment. Your site can be as simple or as complex as needed, all based on your business and marketing goals. A clean, well-designed website with good photography and information can even be an important factor in your audience’s decision to work with you over your competitor.

Many companies have their businesses listed within a larger website property as a lower-cost way of maintaining an online presence. This can be helpful. However, it’s the equivalent of having a booth in an antique mall rather than owning your own storefront.

Your website designer should get to know your business and build a site that reflects you and aligns with your goals. An starter site may average \$1,500–\$2,000+ depending on its complexity and functionality. It’s also wise to budget for maintenance, updates and other minimal on-going service and hosting fees.

(It’s also very advisable to invest in excellent photography and even video. In a virtual, online world, this is how customers interact with your products & services.)

MARKETING YOUR WEBSITE

“How does my site get found?” is the number-one question we’re asked. That’s the next step, and it involves developing the right marketing strategy – digital or otherwise – for your business goals and budget.

Many business owners create and launch a website, then wait for phone calls. Unfortunately, this is like printing a brochure and leaving it sit on your desk. Without active

marketing, your website will sit idly in a digital world saturated with other sites clamoring for attention.

Digital/Online marketing is a powerful tool with unique capabilities to find your audience with laser-like precision and deliver your message to them. Geographic and demographic targeting are possible in nearly all strategies, and some platforms provide even deeper targeting abilities. But, because of these advanced features, it can be challenging and expensive to do well.

It’s also important to note that nearly every digital strategy takes time. Building and launching your campaign is only the start. Monitoring ads and optimizing them for engagement is a process. An average minimum of 3 months to see results is often recommended.

Below are overviews of the most popular methods. The price ranges listed here are broad averages – any pricing for marketing strategies should be determined in context of your specific business model and goals. There is no one-size-fits-all model or pricing. Selecting the right strategy for your business is the role of a digital marketing expert, but staying informed as a consumer will help you move forward with confidence.

DIGITAL MARKETING STRATEGIES

SEO (Search Engine Optimization)

Ensuring that your website is “optimized” in the best possible way to be found and ranked by search engines. There are several specific areas of content that a web developer can build in to your site so that it’s much more Google-friendly. Good SEO will help Google rank you higher and show your site more organically in searches.

Base-level SEO should be built in to your website when it launches. *Best-case SEO* is a long-term art and science. It can and should be improved over time with regular management for better organic search results.

SEM (Search Engine Marketing)

Also called “Google Ad Words.” Did you know that an auction happens with every single Google search? Advertisers quite literally bid on search terms based on their popularity. The budgets that advertisers choose to

invest help Google decide which websites are shown to a web searcher first as “Sponsored” links.

Your monthly budget goes primarily to that auction. The higher you bid on keywords that apply to your business, generally, the better your results. However, many large businesses are committed to bidding very large sums, making it difficult for smaller businesses who go in with smaller budgets. Minimums around \$300 are possible in some markets. \$700-\$1000+ monthly is recommended.

Display Ads

Banner graphics on associated websites, whether a local geography or similar markets. These graphics can be a helpful way to visually grab the attention of your potential audience and communicate your message and brand. Average budget of \$500-\$800 is recommended.

Google My Business (GMB)

This often-overlooked but powerful tool is a great way to get locked in with Google, and many businesses see powerful results from it. Signing up for a free Google My Business account and building out the available sections with as much information about your business, products and prices as possible helps Google get to you know and recommend you to its audiences. It is free to use, with only some management and setup time/costs associated for a third-party to implement if you choose.

Social Media

This category is big, and volumes could (and have) been written about it. Platforms like Facebook, Instagram, Pinterest and even Etsy have tremendous power, but come with risks and variables. Developing the right strategy, plan and cost structure takes time and skill.

For Facebook marketing, the strategies fall distinctly into two categories:

Acquisition: Outward-facing advertising *designed to attract new customers to your page and invite them to begin following you.* When used this way, Facebook is a pay-to-play platform and requires significant investment and ingenuity to create and manage your campaign. However, Facebook’s analytics, as well as their ability to target your market is second-to-none. We recommend a minimum budget of \$800/mo., but \$1,200+ is more optimal for this space.

Cultivation: Regularly managing your social feed. Posting to your Facebook Business page with content *carefully designed to engage and “cultivate” people who already Like your page.* Inform, train, inspire and entertain, while promoting your brand and maintaining their attention. This is often done with an internal social media manager, but can be outsourced for a monthly management fee.

Email

Don’t neglect good-old email. Less glamorous than the rest, regular communication through email can be an essential and powerful way to stay top-of-mind for your customers. There is art-and-science behind writing emails that grab attention (since some mass-mailings still go into a Junk or Spam folder), but when done properly, it creates a strong and cost-effective way to connect with your audience.

The underlying requirement here: *Having an email list.* This is the challenge for most businesses that have not taken the initiative to develop or gather customer emails. Developing a contact list of leads is one of the primary functions of your website and provides an easy focus and call-to-action for you to your customers: “Sign up to receive our emails” should be the starting point for all marketing. That email list opens up a world of potential.

DECISIONS, DECISIONS

By this point, you may be feeling well-informed, but overwhelmed. And, understandably so! This is a lot to absorb, and deciding on the best path forward for your business is still an enormous challenge.

But don’t worry. You really only have one decision to make.

Having the right marketing partner to guide you through this maze is one the biggest decisions you’ll make to grow your business online. The risks can be high, but they can certainly pay off when done carefully and thoughtfully.

We’ve heard others say that you should select a marketing partner that you’d want to go out for coffee with. Trusted, transparent, professional & personal.

Whether it’s us or another agency you choose to develop, focus and amplify your marketing message, we’d be delighted to answer any questions you have toward the success of your business.

Note: The recommended budgets reflected in this guide reflect general industry averages and should not be taken as quotes for your business. Strategies & budgets should always be customized to your unique business structure, needs and goals.

BUILDING YOUR WEBSITE

Measure twice. Cut once.

We'll walk you through these easy steps to answer essential questions, plan well, and create an beautiful, effective website efficiently.

1

DISCOVERY

Taking a look at the big picture.

Learning about your business, needs, marketing challenges & goals, and imagining if, where and how a website would benefit your operations.

2

PLANNING

Laying the groundwork.

We'll collaborate with you to build a strategy for how best to structure your site that will be easy for your audience to use and beneficial for your business.

3

ASSET COLLECTION

Building a website is like putting a puzzle together.

Those pieces are PICTURES and WORDS.

Together, we'll determine the best way to collect or create all those pieces and "turn them right-side-up" in order to assemble your site in the most efficient way possible.

4

DESIGN & DEVELOPMENT

Putting it all together.

We'll expertly assemble your clean, modern website based on all the work so far. Customized for you. Secure. Optimized out of the gate to be indexed by Google.

5

LAUNCH

Let's get you online.

On your approval of your draft site, we'll push a few extra buttons, connect your website address, and you'll be live and ready to use your site!

Once your site is live, we'll help determine your best digital marketing strategy to share your new online property with your current and future customers.