

FREE EBOOK

Digital marketing reboot

**8 steps to review, refresh and improve
your digital and social media marketing.**

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INTRODUCTION

Congratulations!

Welcome! And congratulations on taking control of your digital and social media marketing with the digital marketing reboot...

It's very easy to get caught up in the "doing" of the digital and social media marketing, and to forget about the "reviewing" and "improving" of it.

It's also very easy to just jump into and get started with digital and social media marketing without having a plan. To then find yourself looking around at what you're doing and wondering whether it's the best thing to do and is it actually working!?

That's why we created the Digital Marketing Reboot!

This step-by-step guide will take you through the key aspects of reviewing, refreshing and improving exactly what you are doing online to promote your business.

And if you are not sure where to start with digital and social media marketing for your business, this is also a great resource to get you started!

Remember:

**The best time to plant a tree was 20 years ago.
The second best time is now.**

~ Chinese Proverb



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Let's go!

You may want to tackle each step a day at a time.

The idea is simply to break up your review into smaller, more achievable tasks, rather than being overwhelmed by a full review of your digital or social media marketing.

Here's a quick overview of each step:

Step 1: Review your Goals

Step 2: Review your Target Audience/s

Step 3: Review your Brand Personality

Step 4: Know your Keywords

Step 5: Review your Content Strategy

Step 6: Review your Digital + Social Media Channels

Step 7: Review your Campaign Strategy

Step 8: Review your Reporting + Measurement Strategy

Please note this is not a complete and comprehensive guide to how to manage your digital and social media marketing, but will give you some valuable tips on how to assess and improve your digital and social media marketing!

Let's get started!



ABOUT

Scout Digital Training

Scout is a digital marketing training and consultancy organisation, led by Top Scout, Erica Nistico Stacey.

With over 10 years experience in the design, branding and digital industries, Erica is passionate about using innovative and practical digital marketing techniques to achieve business goals.

Erica is passionate about helping business owners and marketers of all shapes and sizes *be prepared to do their best online*, through having a practical overall strategy and plan for digital marketing, and knowing how to measure what's working (or not) for continual improvement.

Erica is all about long term, sustainable strategies that create great online experiences for everyone involved. She's not about quick growth "hacks" or short terms spammy tactics. It's all real, honest, tried and true advice and resources here!

Find out more about Scout, and follow our updates on our website and social channels:

www.scoutdigitaltraining.com.au

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Be prepared to do your best online...

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DIGITAL MARKETING REBOOT: STEP 1

Review (or set) your digital marketing goals

The great thing about digital is that so much of it is measurable.

But you can only measure results (and ideally success) if you know what it is that you want to achieve.

We're kicking off our reboot by reassessing and setting digital marketing goals.

Common digital marketing goals...

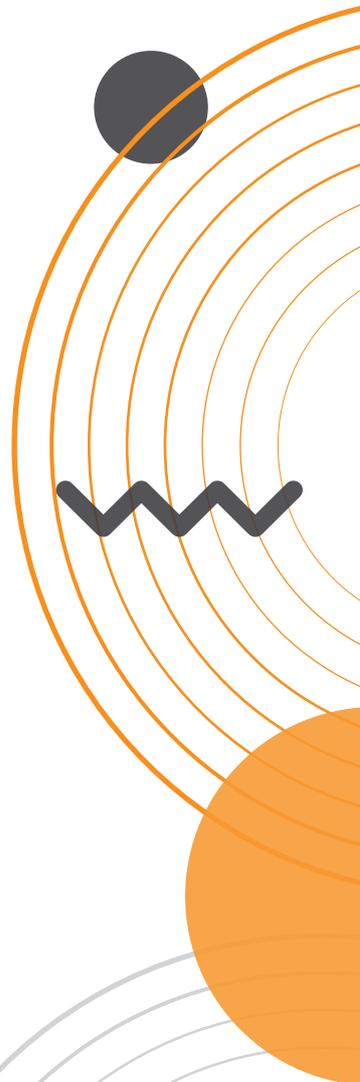
Hopefully you already have some reasons for using digital and social media based on your business or organisation goals. For example:

- Improving brand awareness, by reaching and engaging a specific target audience (which we will get to in the next step)
- Increasing the quantity and quality of enquiries
- Increasing the quantity and quality of sales/use of your products/services
- Demonstrating your businesses expertise
- Attracting quality staff etc

Review your existing Goals to see if they are still relevant...

If you already have a list of business or organisation goals for which you use digital marketing to help achieve, review it and check whether they are still relevant for this year.

- Can any be refined, and made more specific?
- Can any be removed?
- Do any need to be added?



DIGITAL MARKETING REBOOT: STEP 1

Review (or set) your digital marketing goals

If you don't have a list of goals yet, spend some time thinking about:

- What you want to achieve in your business or organisation this year?
- Where are you now, and where do you want to be by the end of the year?

Set SMART digital marketing goals...

When setting goals, remember to make them SMART:

- Specific
- Measurable
- Achievable
- Realistic
- Timely

Get your whole team involved...

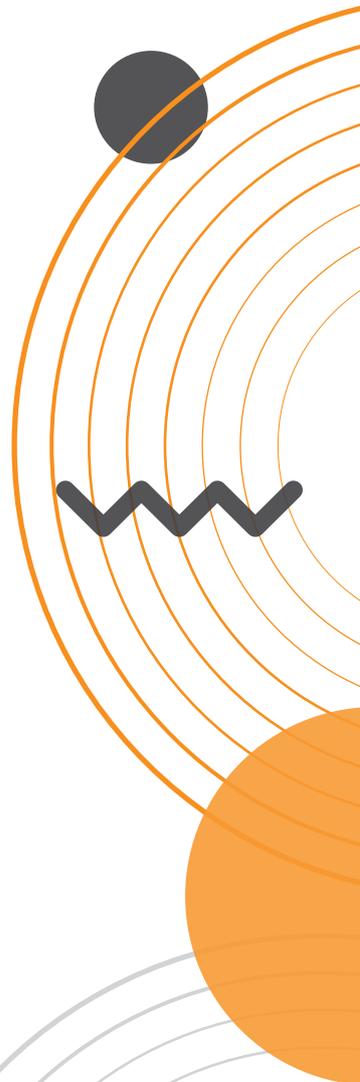
Your whole organisation should be aware of, and on board with these goals, so that everyone can work towards achieving them.

So you might brainstorm these with your team, and then make sure you distribute the final list AND keep it front of mind with all of your digital activities over the year.

Over the coming steps we will also look at how you can apply these goals to your digital marketing.

Complete your activity from this step on the next page.

Next up: STEP 2 – Target Audiences



DIGITAL MARKETING REBOOT: STEP 2

Review your target audiences

Digital and social media marketing and communications are only valuable when there are people involved in the conversation.

Who are you trying to reach and connect with?

Brainstorm your target audiences, specifically the ones related to achieving your goals (from Step 1).

Be specific

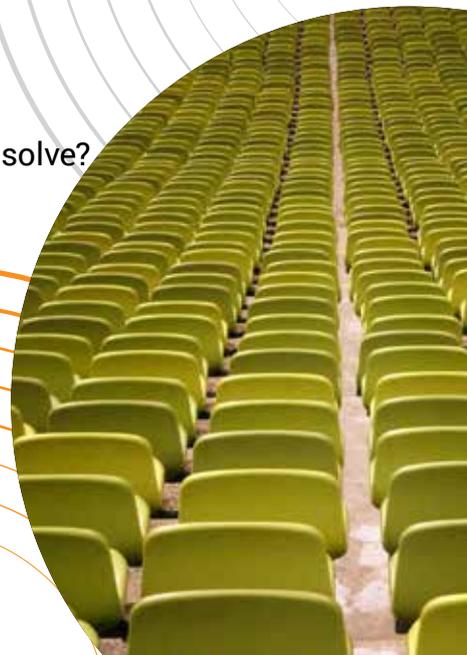
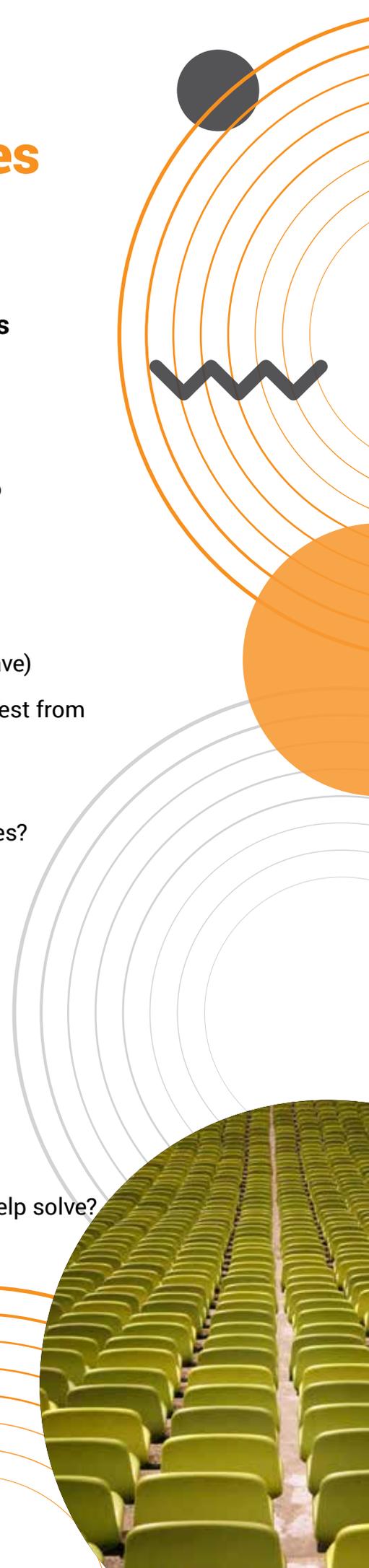
Don't just have an audience labeled "customers" or "clients".

- What type of customers and clients do you have? (or want to have)
- Who are your ideal clients? e.g. the ones who buy the most or best from you?
- If you're not sure, look at your past and current client base.
- Who is actually buying from you, or using your products/services?

Create a target audience profile

- How old are they?
- Where do they live?
- What gender are they?
- What are their likes and dislikes?
- How do they use technology, the internet, social media?
- What is important to them?
- What problems do they have that your products/services can help solve?

Digital marketing allows us to target messages at people based on their demographics and psychographics, so the more you know about them, the more specific and direct your updates can be, and research shows that the more relevant ads and online messages are, the more effective they are.



DIGITAL MARKETING REBOOT: STEP 2

Review your target audiences

Look beyond the obvious

Don't just focus on the obvious client/customer audiences.

Consider other target audiences that are important to your business, such as suppliers, referrals, advocates or key influencers, and don't forget your own team – current staff as well as potential staff!

Your digital marketing can be used to attract and communicate with all of these different audiences in different ways to help achieve your goals.

If this seems a bit overwhelming, remember that you can also prioritise your target audiences.

It can be difficult – if not impossible – to try and reach and engage with everyone equally, but it is incredibly valuable to know the different groups who are important to your business.

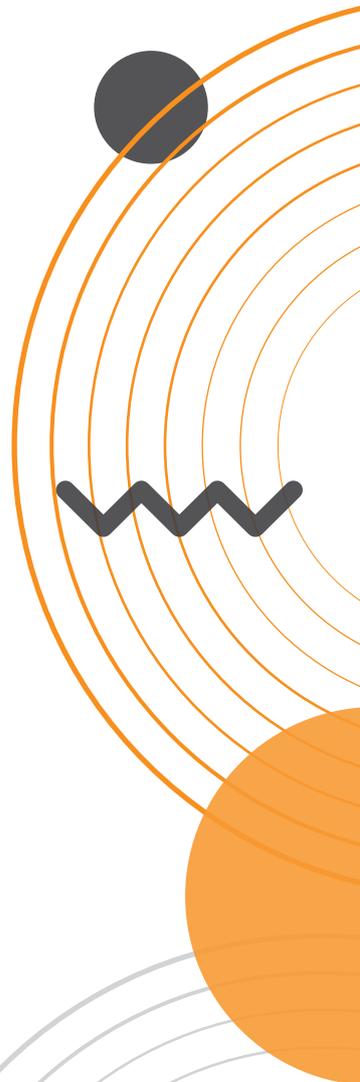
In most cases your customers or clients will be your most important audience, with one or multiple different types of customer “segments”. And these will be the people you communicate with most.

But with so much of our digital marketing public, it's essential to keep in mind how it is seen to your other audiences and what perception it gives them of your business or organisation.

So while the majority of your updates may be focused at customers or potential customers, you might do the occasional one that is more focused on your suppliers, or perhaps send your Supplier or Referrer target audience a specific email campaign to keep them up to date on what you're doing from their perspective.

Complete your activity from this step on the next page.

Next up: STEP 3 – Brand Personality



DIGITAL MARKETING REBOOT: STEP 3

Review your brand personality

As we talked about in the previous step (Target Audiences) digital marketing and online conversations rely on people.

So while your business or organisation may have a presence online, you are trying to connect with people, and your content and updates are written by people.

And people have personalities, and are attracted by personalities.

So in addition to your visual branding (logo, colours, typefaces, image style and other identity elements etc) you should also consider what your brand's "personality" is, as this affects the tone, language and style of your content, both written, video, images, style etc.

There are a few ways to tackle this:

Think about your business or organisation's history, structure, products and services.

- What kind of personality suits it?
- Think about your target audiences (from Step 2). What type of personality would suit them? Who would they be interested in listening to?
- What words would you want used to describe your organisation? What character traits? e.g. casual, formal, down to earth, high brow, professional, hipster etc.

A useful exercise is to consider:

- If your organisation was a person, who would it be?
- What traits do they have?
- How do they speak?

OR

- If your organisation was a car, what kind would it be? And why?

Again, this is a good exercise to do with your team to get different perspectives, and make sure that everyone agrees with the final "personality".



DIGITAL MARKETING REBOOT: STEP 3

Review your brand personality

Why do we do this?

To provide a consistency with the language, tone and writing style of your digital and social media marketing; ensuring that it reflects the “brand” rather than the personalities of the individual/s who are responsible for the updates.

And why do we want consistency?

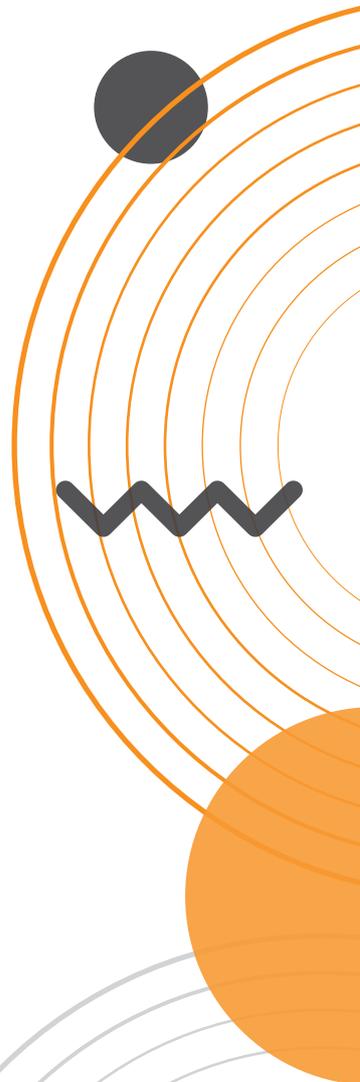
Because when people develop a relationship with our brand online (which is what they do when they like/follow/subscribe etc) they want to grow to know “us” and what to expect.

If we offer erratic content and updates, our brand would seem like that crazy person you’re friends with on Facebook who annoys the bejeezus out of you.

It also makes it easier for teams who work together on digital content to have a common vision to focus on. And when writing and preparing content updates, they can consider how it should be written or presented by that “personality”.

Complete your activity from this step on the next page.

Next up: STEP 4 – Know your keywords!



DIGITAL MARKETING REBOOT: STEP 4

Know your keywords!

If being found in search engines by your target audiences is important to your organisation, then you need to know what keywords your audiences are using to search for your organisation, products and/or services.

Then use them throughout all of your digital and social media channels according to best practice.

It is essential to regularly review your focus keywords, as the terms that people use to search for the same offerings can change over time.

Recently we're seeing people search a lot more for what are known as "long tail keywords" or "key phrases" where searchers are typing in longer phrases, or full sentences and terms which might not have a high search volume, but are very specific to what they are looking for (which is great if it matches what you offer!)

Internet use on smartphones is affecting search

This is resulting from people learning that the more specific their search term, the more relevant their result is likely to be, AND use of smartphones for internet use and searching.

On smartphones, people will often type questions into their browsers, or ask full questions using voice detection such as Siri on Apple iPhones.

Don't just use your own keywords

When creating your list of focus keywords, don't just include the specific names or what you officially call your products and services.

Consider how to describe your offerings in layperson's terms, or someone who is not as familiar might use.

Keyword research tools

You can use keyword research tools such as Google's Keyword Planner, or Wordtracker etc.

You can also look at Google Search Console to see what search terms people are arriving in your site via Google search engines.



DIGITAL MARKETING REBOOT: STEP 4

Know your keywords!

Use your focus keywords (according to SEO best practices)

Once you have your list of focus keywords, review and update your content, on your website and all digital channels, including:

- Facebook Page
- LinkedIn company page
- YouTube channel
- Twitter account
- and location-specific channels such as:
 - Google Maps
 - Yelp

If you're not familiar with these, or confident to do your own research, you can hire someone to help or do some training, but do try to develop an understanding of what your keywords are and how they can be used to your, and the benefit of your audience.

Complete your activity from this step on the next page.

Next up: STEP 5 – Content Strategy



DIGITAL MARKETING REBOOT: STEP 5

Review and update your content strategy

If you've been using digital marketing and social media for a while now, you'll know that content is the most important ingredient. And that you need a consistent supply of it.

It's not just about quantity though, you should also focus on quality content, that your Target Audiences will be genuinely interested in, otherwise, they will stop listening!

Even if you're in a good pattern of content sourcing, creating and publishing, it always pays to do a quick review to make sure you're on track, and improve where you can.

Your content updates should:

- Support your Goals (Step 1)
- Be interesting and relevant to your Target Audiences (Step 2)
- Be relevant to your Brand, and demonstrate your Brand Personality (Step 3)
- Use a variety of topics and media types (images, text, videos, presentations etc) to keep your audience interested
- Feature a combination of your own, original content, and also share relevant content from other sources (to demonstrate awareness and support of your industry)
- Encourage positive feedback from your audiences (demonstrated by likes, comments, shares, retweets, forwards etc).

So take a look at your current content plan, and check whether it meets all of the above.

If you don't have a content plan, consider each of the above and brainstorm what content you have, can create, or can source to help support them.

Use your results to identify popular content

Look at the results for content you have already shared, and see what gets the best response.

Create or collate more content like this.



DIGITAL MARKETING REBOOT: STEP 5

Review and update your content strategy

Look at what your competitors are doing and... ahem... borrow

Look at what your competitors or peers in your industry are doing.

Is there anything that they are doing that would be relevant to your organisation and audience?

While imitation is the sincerest form of flattery – don't copy exactly what they are doing, but take inspiration from it to create updates relevant to your brand and audiences.

Think about what is important to your Target Audiences

- What are their key issues?
- What problems do they have that you can help solve with content?

If in doubt, you could try posting some updates that ask them what they want from you.

Consider series of content

- What type of content can be repeated?
- Or created as a series?

e.g. useful tips, quotes, staff profiles, statistics, "did you know..." etc.

It helps to have a large and varied content library to build on, and content series can help.

You should review and update your content plan throughout the year, checking what is helping to achieve your goals and getting good responses from your audiences, and refine as you go.

Complete your activity from this step on the next page.

No rest for the dedicated!

Next up: STEP 6 – Channel Strategy



DIGITAL MARKETING REBOOT: STEP 6

Review and update your digital and social channels

Platforms, networks, accounts, sites, tools, apps... we call them all channels.

This covers your website, blog, email marketing system, social media channels, directory listings, basically anywhere that your organisation appears online.

People often set up their channels first, then try to figure out how to use them afterwards.

Scout recommends looking at your Goals, Target Audiences and Brand, and selecting channels that suit.

Hopefully you have a list of all of your organisation's channels (if not, make one).

Review them all, considering:

- Do they help achieve your Goals?
- Are they (still) relevant to your Target Audiences?
- Are they relevant to your Brand, and help represent it?
- Do they support the types of content you are creating/sharing?

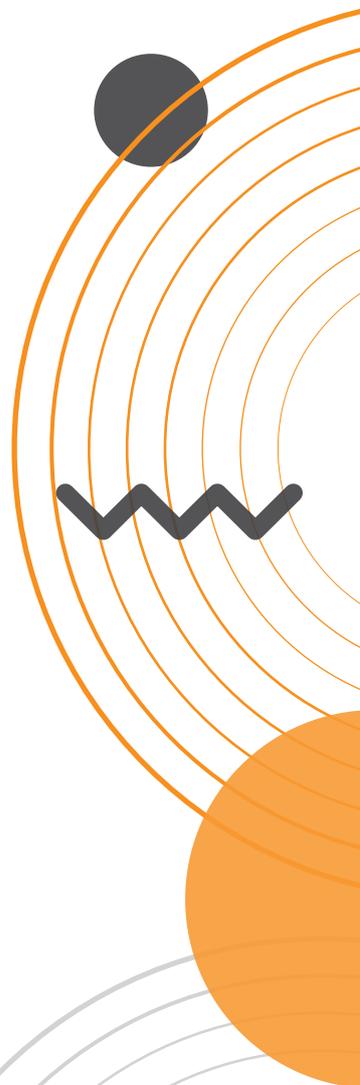
If yes, great!

If no, what updates can you make to them so that they do?

Otherwise consider biting the bullet and shutting them down... scary thought, but it's better to not be somewhere, than be there poorly.

Also:

- Review all the copy associated with your channels; is there anything that needs updating? Business name, description, contact details.
- Review all the graphics associated with your channels; do any images or logos need updating?



DIGITAL MARKETING REBOOT: STEP 6

Review and update your digital and social channels

New, bright, shiny digital channels are being released all the time.

Considering your Goals, Target Audiences and Brand:

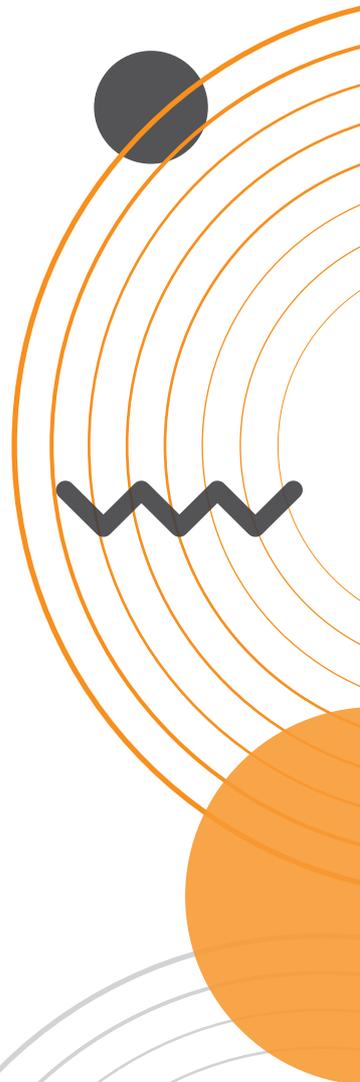
- Are there any new digital or social media channels that are relevant to your organisation?
- Do they do something different, or better to something you are already using?
- Do you have content for it?
- Do you have time to resource it?

If so, add it to your strategy and set it up!

Complete your activity from this step on the next page.

Second to last section ahead!

Next up: STEP 7 – Campaign Strategy



DIGITAL MARKETING REBOOT: STEP 7

Plan your digital and social media campaigns

So by now you should know:

- what your Goals are for using digital marketing (Step 1)
- who you're trying to reach and engage (Target Audience) (Step 2)
- what your Brand Personality is (Step 3)
- what Content you need to create, collate and share (Step 5)
- what Channels you'll be using (Step 4)

Digital and Social Media Campaigns are a great way to:

- mix up your day-to-day content updates
- keep your audience interested
- attract new audiences
- leverage key events or times of year
- and fill in the blanks with your goals (i.e. help achieve something your day-to-day activity can't or struggles to do).

There are oodles of different types of campaigns:

- Digital and Social Media Competitions
- Online Advertising Campaigns (Facebook and Instagram advertising, LinkedIn advertising, Google Ads)
- Online Marketing Campaigns (where you bump up your activity around a key product or service)
- Content Campaigns (where you create and publish a suite of content around a particular topic)
- Event or Seasonal Campaigns (where your updates change focus based on a key event or time of year, e.g. Festive Campaigns).



DIGITAL MARKETING REBOOT: STEP 7

Plan your digital and social media campaigns

There are a multitude of ways to tackle this:

Look back at your Goals; is there one that you haven't managed to address through the other methods? Perhaps a specific campaign can help.

Would you like to place MORE emphasis on one of your Goals?

e.g. increasing brand awareness and attracting more likes/followers/subscribers.

Perhaps a competition is the way to go. This takes careful consideration with what the prize will be, how you will run it, when, where etc. More than we have time to go into now.

What's your marketing budget? Can you afford to do a specific campaign? Competition, Advertising or otherwise? Factor that in.

The best thing to do is look at your overall marketing calendar for the year (and if you don't have one, make one!)

Make sure it includes key events and holidays that are relevant to your target audiences, as well as your key organisation events.

Then start to brainstorm and plot out campaigns throughout the year.

Be creative. Use a variety.

Or if you're onto a winner, perhaps repeat it seasonally or annually.

It's much easier to conduct a regular (and relevant) campaign, than begin from scratch each time.

It's difficult to go into detail with this one, as campaigns can be (and should be) tailored to your organisation, audiences, and goals. Hopefully this gives you some ideas on how to get started.

Complete your activity from this step on the next page.

Last step ahead!

Next up: STEP 8 – Measurement Strategy



DIGITAL MARKETING REBOOT: STEP 8

Review your reporting and measurement strategy

We made it! The last step of our Digital Marketing Reboot!

How have you been going with it?

Hopefully this method has demonstrated how your review can be broken up into smaller tasks, and spread out over time to make them easier to manage. Nice bite sized chunks.

Finally, we're going to tackle one of my favourite things... Numbers!

One of the really awesome things about digital marketing is that you can measure ALL THE THINGS! But there is so much going on, it can get overwhelming, and people often end up doing, and not reporting and refining...

The trick is to focus on the metrics that are important to your business or organisation. And if you have a clear list of Goals (from Step 1) then your reporting and measurement strategy should be easy!

Define metrics based on your Goals

Take a look through your Goals list, and consider how you can measure whether or not each goal is working.

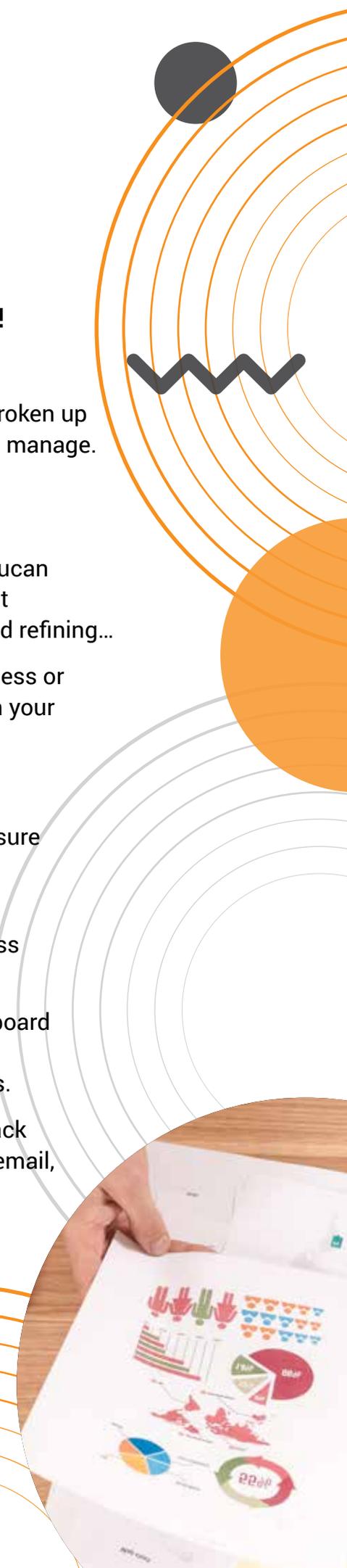
You will need to adapt this slightly based on each digital and social media channel that you use, as they report slightly differently (unless you use an overarching system to manage them all).

With tools such as Google Analytics you can customise your Dashboard to focus on the metrics that are important to you, and set up automated emails to send you report summaries at particular times.

Or set up a third party dashboard tool using Cyfe or Dasheroo to track all of your digital and social media channels in one place: website, email, social media etc.

Decide how frequently you will review your results

Decide how often you are going to review your results, and either schedule your automated email reports for this time (for Google Analytics or a dashboard tool) or set up calendar reminders to review.



DIGITAL MARKETING REBOOT: STEP 8

Review your reporting and measurement strategy

You may do a brief look every week, then a detailed report every month or quarter.

Also consider who needs to know these results, and either include them in the emails, or send them a summary of results showing how they relate to the agreed upon Goals.

Share results with your team, making it easy to understand

If sharing reports with others, you may need to provide an explanation of what the results actually mean, as not everyone understands digital and social media as much as we do.

Use your results to review and refine your digital activities

Finally, it's one thing to HAVE your results, but they're worthless if you're not DOING anything with them... so make sure you're reviewing them critically and using them to continually IMPROVE your digital and social media marketing.

For example: Are you attracting and reaching your Target Audiences?

Facebook Insights is really useful for showing not only the people who Like your Page, but who is seeing your content and engaging with your posts.

If you're not reaching the audience you want to, you might need to consider posting updates at a different time of day that better suits that audience group.

If a certain type of content is attracting a lot of engagement (page views, email opens, clicks, likes, comments, shares, retweets etc) create more of that type of content.

If a certain type content is NOT getting the results you're after (and it is important to your Goals) look at ways of changing it, e.g. format, tone, media type etc. Or perhaps you need to discard it and consider other strategies to help achieve that Goal.



THE END (OR JUST THE BEGINNING...)

Congratulations!

Well that's it! We've reached the end of our Reboot!

Don't set and forget though. Hopefully this has provided a useful kickstart to reviewing and refreshing your digital and social media marketing for the year, now it's important to keep up the good work by:

- Creating, collating and sharing regular updates that:
- Support your goals
- Reinforce your brand personality
- and are relevant to your target audiences
- Complementing your day-to-day digital marketing with relevant campaigns
- Reviewing and reporting your results, and refining your approach based on them

I would love to hear your feedback and progress, so please feel free to contact me via Scout's website or main social media channels:

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www.twitter.com.au/scoutsocial/

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DIGITAL MARKETING REBOOT

Further resources

Here are some other blog posts and resources we have created that may assist with your digital and social media marketing activities:

[One night stand or long term relationship? The importance of a solid digital foundation](#)

[How everyone in your business can help unearth your content gold](#)

[Be a valuable voice online \(not an annoying echo\)](#)

[10 SEO tips to optimise your website](#)

[3 ways to optimise your website with images](#)

[10 ways to get traffic to your website](#)

[The best times to post on social media](#)

[How to use hashtags in your social media marketing](#)

[The 2019 guide to using emojis for your social media marketing](#)

[Tips for using LinkedIn in 2019](#)

[3 benefits of Instagram business profiles](#)

[8 ways to use social media AND email for marketing success](#)

[Top 10 types of email campaigns for business](#)

[5 tips for creating reports that people actually want to read](#)

