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# A10 Marketing Framework

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## About this guide

Ann Stanley and the team at Anicca Digital are pleased to present **The A10 Marketing Framework**, a new 10-step methodology for creating your marketing plans.

In this extensive guide we will show you how you can use the A10 Marketing Framework to analyse, plan, implement and manage your digital marketing strategy.

## Message from the Author



*"During my 15-year career as a digital marketing consultant and business owner, I have used many strategic models to help develop marketing plans for our clients and our own business. However, they all lacked the detailed steps and structure that was needed to help articulate the complex elements of the ever-changing world of digital marketing.*

*In 2018, I felt it was time to create a new planning framework that could be used for both online and offline marketing campaigns, and would work for the more integrated strategies that are needed in the multi-channel projects, which our clients require today."*

**Ann Stanley – Founder and Managing Director  
of Anicca Digital**

## What is the A10 Marketing Framework?

The **A10 Marketing Framework** was created by Ann Stanley in conjunction with the team at Anicca Digital. Anicca Digital is the digital marketing agency that Ann founded in 2007 and where she is Managing Director.

*“The A10 Marketing Framework is a practical 10-step process that marketers can use to analyse, plan, implement and manage their marketing communications strategy”*

The **A10 Marketing Framework** is specifically designed to help marketers plan and implement the **marketing communications** elements of their marketing plan – this is also referred to as the **promotional mix**.

You can see each of the 10 steps in the framework, in Figure 1.

## The advantages of using the A10 Marketing Framework for creating your digital marketing strategy

The A10 Marketing Framework was developed, so you can create your marketing communications (Promotional Mix) across the **Paid, Owned, Earned and Technical channels (POET)** at all stages of the sales funnel. What's more it can be used for both online and offline marketing channels.

The A10 Marketing Framework can be used by companies of all sizes and types. It will also help businesses to use the right tools and the best channels for their circumstances and ensure that they do not forget to get the basics right, such as; website usability, trust signals, analytics and brand consistency.

The Framework will help businesses apply the same flexible logic to the regularly evolving trends and functionality of the POET channels. This means companies will not need to use a different framework every time digital marketing technology changes.

Within this guide, we have focussed on using the A10 Marketing Framework for developing your digital marketing plans; however, it can equally be used to create your offline marketing plan, or an integrated strategy across both traditional and digital channels i.e. omni-channel marketing.

Figure 1: The elements of the A10 Marketing Framework



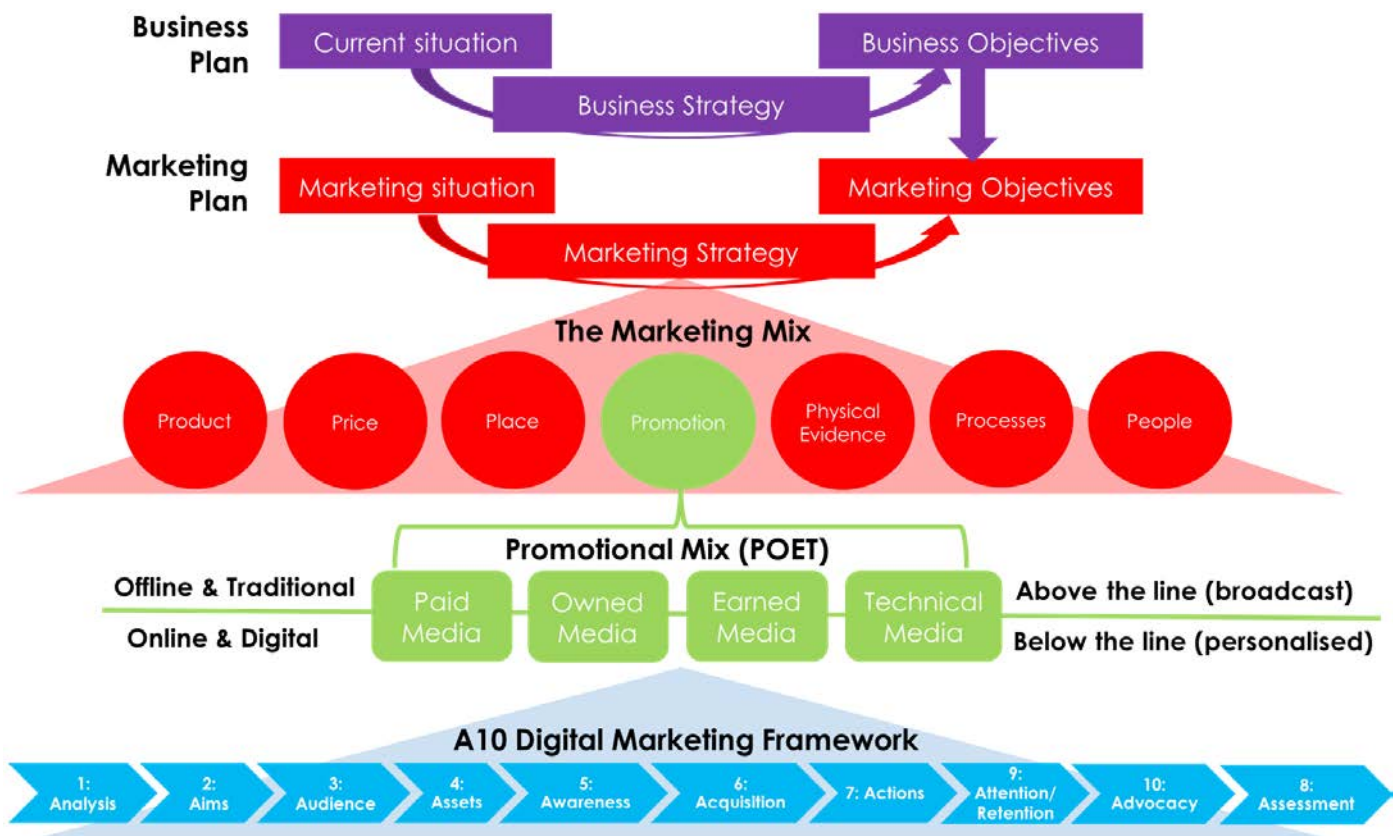
## How does the A10 Marketing Framework fit into the business planning process?

When using the A10 Marketing Framework to develop your marketing strategy and plans; it needs to be grounded in the overall **marketing planning process**:

1. Develop your **business plan and objectives**
2. Develop your **marketing plans and objectives**
3. Use **the Marketing Mix (7 P's)** to develop your **marketing strategy i.e. Product, Price, Place, Physical evidence, Processes, People, Promotion (the Promotional Mix)**
4. Develop your **Promotional Mix** i.e. Paid, Owned, Earned and Technical Media (**POET**). This can be a mix of online (digital) and/or offline (traditional) channels.
5. Practical use of the **A10 Digital Marketing Framework** to plan, implement and manage your Promotional Mix (POET) at all stages of the sales funnel.

Figure 2 (below), shows how the A10 Marketing Framework integrates with the business and marketing planning process and more specifically with the Marketing Mix and Promotional Mix of your marketing plan.

Figure 2: The business and marketing planning process



## The Promotional Mix

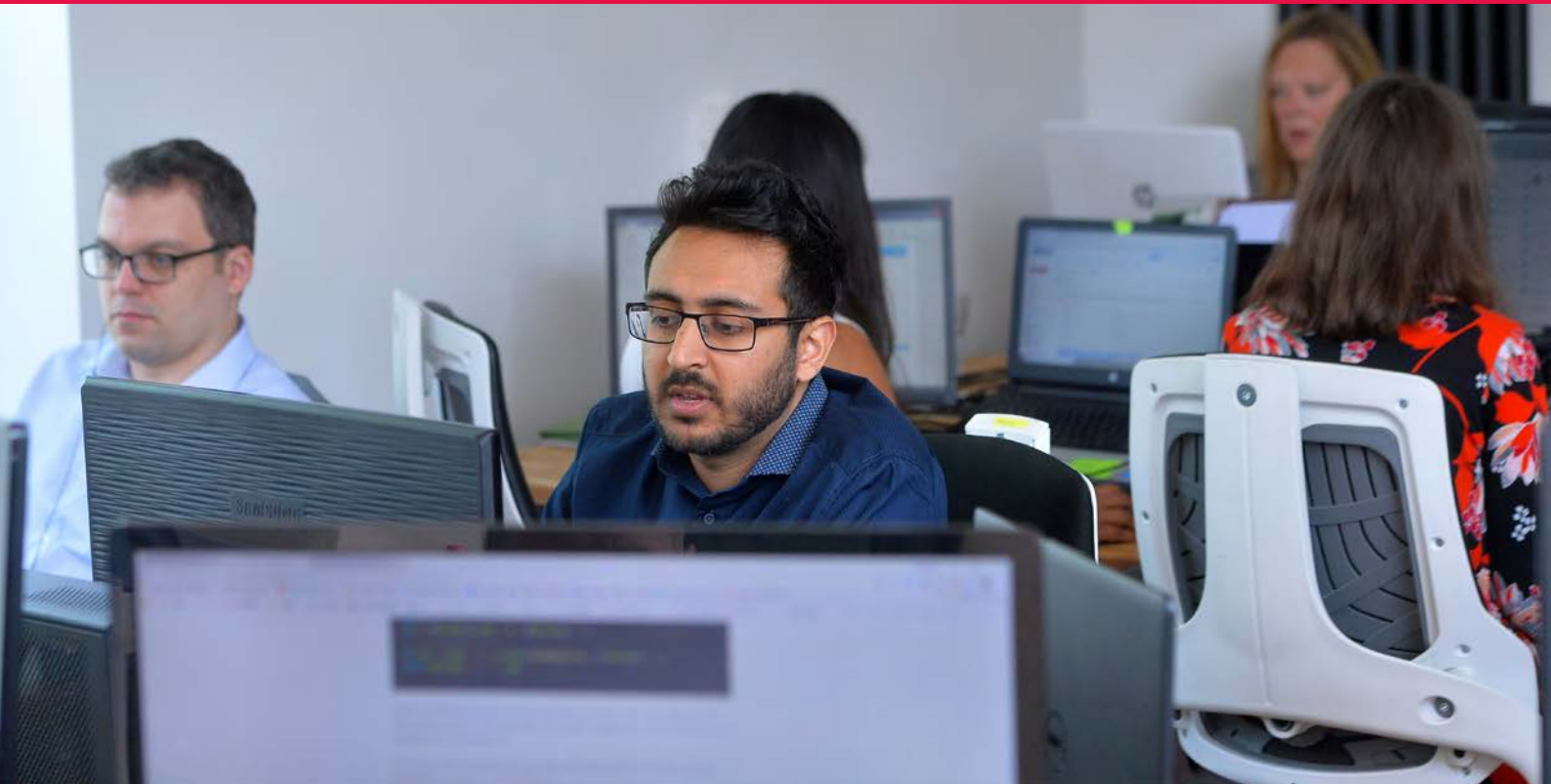
The acronym **POET (Paid, Owned, Earned and Technical media)** can be used to categorise the different marketing channels in the Promotional Mix. This can apply to both online and offline channels. Below are examples for digital channels:

- ➔ **Paid media** is the use of paid advertising, including digital channels such as paid search, paid social and paid display, but can also include marketplaces, affiliate marketing; plus new channels such as programmatic TV and digital radio.
- ➔ **Owned media** is the marketing assets and content that are produced by your business and is under your control. These may be on your website, your own social channels or the emails that you broadcast. This includes digital channels such as; content and search engine optimisation (SEO), business pages (on directories), video sharing sites, email marketing, and organic social media posts.
- ➔ **Earned media** occurs as a result of customer advocacy and credible third parties talking about your brand. This includes digital channels such as online PR, social media engagement by fans (e.g. interactions, shares, posts, and mentions), influencer marketing, reviews and testimonials.
- ➔ **Technical media** includes the new marketing opportunities offered by **Technology** and **Technical media**, such as voice search, chatbots, Artificial Intelligence (AI), Internet of Things (IOT) etc.



# A1: Analysis





## A1: Analysis

During your initial Analysis, you will need to review your website, social platforms, and any other marketing assets that you own. You will also need to assess the effectiveness of all your current marketing activities and the performance of individual channels. We recommend that you use the same steps that are in the A10 Framework to carry out this analysis. The types of analysis that we use in our auditing process (and how it applies to the A10 Framework) are outlined below and in Table 1.

### 1) Understanding your Audiences

The first step is to get a good understanding of your current customers and determine if this matches your **target audiences**. There are a range of tools in Analytics, Google Ads and the main social platforms to carry out this analysis; either on your existing website visitors (using a platform specific-pixel), your converters, or fans of your social profiles. This can provide information on your users' demographics and interests; as well as more specific details like job title, education, and company (e.g. if you use LinkedIn "Website Demographics" feature). Once you have established the profile of these customers; you will also need to understand their buying behaviour and the lifetime value of each segment.

### 2) Reviewing your owned Assets

You will need to review your **assets** and determine the effectiveness of your website (or mobile apps), social platforms, business pages on directories and any other internal assets (such as; your email marketing, customer relationship management software (CRM) and customer databases). This will allow you to determine the levels of traffic, trust signals, usability, customer engagement, conversions and customer service etc.

This can be achieved by using a mix of:

- ➔ **Visual assessments**
- ➔ **Quantitative analysis** by using analytics packages (for your website), and within the dashboards of your advertising platforms and social media platforms
- ➔ **Qualitative techniques**, (such as surveys) often used to assess your creative messages and ads
- ➔ The use of **specialist or channel-specific tools** (both free and paid)

If required, you may have to test and implement new tools and software (**technology toolset**) for use by your marketing team.



### 3) Reviewing Awareness and Acquisition activities

You will also need to **review your current marketing channels and activities**, in order to determine their effectiveness in driving **brand awareness and customer acquisition**.

You should use website analytics and channel-specific dashboards to understand your marketing activities and determine the amount and effectiveness of traffic from different sources.

For example, in Figure 3, you can see data from Google Analytics for an ecommerce website (i.e. a site selling products online), showing the number of sessions by channel. This data has then been tabulated in Figure 4, to show the relative conversion rates, transactions and revenue from each channel. For this site, paid search generates 43% of the sessions and 38.5% of the revenue. The amount of traffic from paid search on this site is over double the average amount reported in the external research from Wolfgang Digital <https://www.wolfgangdigital.com/kpi-2019/>, see section **A6: Acquisition**. It is important

to spot any changes in the performance over time and identify any opportunities for improvement. The graph in Figure 3 also shows the increase in sessions from these sources since August.

### 4) Measuring and increasing Actions (i.e. engagement and conversions)

#### a) On-site and actions on your website

To understand and measure **user behaviour on your site**, you will need to use Google Analytics (and possibly other specialist software like Hotjar click-tracking). Analytics will provide a lot of information about how engaged your users are with your site, by using standard metrics, such as; bounce rate, session duration, number of pages per session, number of searches made and proportion of visitors returning to the site. This will be for different time periods, user types, devices and sources of traffic (i.e. dimensions). However, you will also need to set-up **Goals and Events tracking** to measure specific actions on your site, i.e. the micro- and macro-conversions (see section **A7: Actions**).

Figure 3: Channel report in Google Analytics to show sources of traffic to an ecommerce website

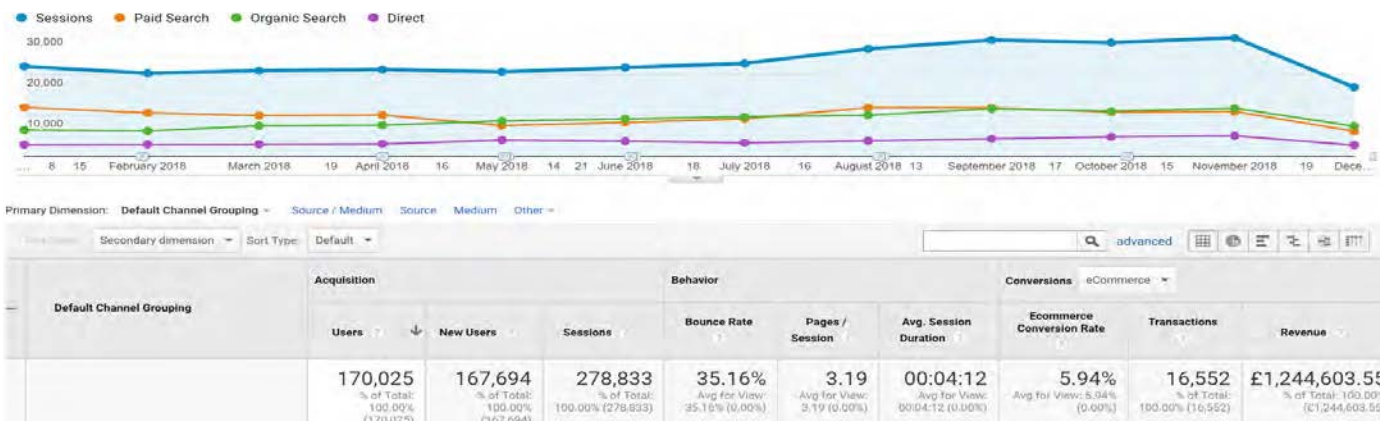
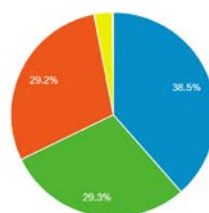


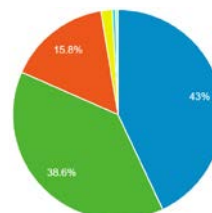
Figure 4: Understanding the revenue and conversion rate by channel

	Revenue	Session	Transactions	Conversion rates
Paid Search	£479,451.29	119878	6932	5.8%
Organic Search	£364,398.00	107632	4918	4.6%
Direct	£362,866.85	44061	4289	9.7%
Referral	£36,275.43	4893	406	8.3%
Display	£1,520.76	1326	5	0.4%
Social	£91.22	806	2	0.2%
(Other)	£0.00	237	0	0.0%
<b>TOTAL</b>	<b>£1,244,603.55</b>	<b>278833</b>	<b>16552</b>	<b>5.9%</b>

Revenue share



Session share





If you have an ecommerce site, you will also need to set-up **ecommerce tracking**, so you can see within analytics the value of the sale and the products purchased. Ecommerce tracking is set-up by adding additional code on the thank-you page(s) on your site (i.e. where visitors go after completing a sale on your payment gateway). This data will allow you to consider other ways of increasing your sales, such as increasing average order value, cart abandonment strategies, or encouraging more repeat purchases, e.g. by using email or remarketing.

Ecommerce tracking is particularly important if you are using paid media, as you will want to calculate the **Return on Ad Spend (ROAS)** of any paid channels, i.e. the amount of revenue divided by the cost of acquiring those sales. For most paid media channels, we want to achieve a ROAS of at least 5:1, i.e. if we spend £10 on advertising it will result in £50 in sales.

#### **b) Digital actions away from your site**

Some actions/conversions can also happen away from your site, for example, if you use lead generation ads in Facebook or LinkedIn, or if you sell on 3rd party marketplaces. You will need to review the individual dashboards for each channel in order to get information on their performance.

#### **c) Offline actions**

In addition to auditing and analysing your digital presence, you will need to **review your offline touchpoints and communications**, particularly if you get any sales over the phone, via a sales team, or if you have physical stores and outlets. This may involve the use of:

- ➔ **Call tracking technology**, such as Response Tap or Infinity
- ➔ **Tracking sales data using CRM software**, to determine the leads that resulted in sales

e.g. by integrating Salesforce data into Google Ads or Google Analytics

- ➔ **Uploading offline sales** (or store data) into Analytics or your reporting software, such as Google Data Studio

This will ensure that you have a consistent and integrated approach across all channels before and after a visitor becomes a customer (i.e. omni-channel marketing and distribution).

### 5) Attention and Advocacy

You will need to review how easy it is for your new and existing customers to communicate with you through your owned assets; such as your website and social media channels. This will include the features on your website, such as the prominence of phone numbers, social-share buttons, online chat or chat bots etc. Many of these can be tagged and tracked

using event tracking in Analytics, which will allow you to see how often they are used.

Your customers may interact with you away from your site and social channels. This is likely to be on third-party sites such as reviews sites. Therefore, it will be necessary to monitor and review these channels as well.

### 6) Immediate fixes

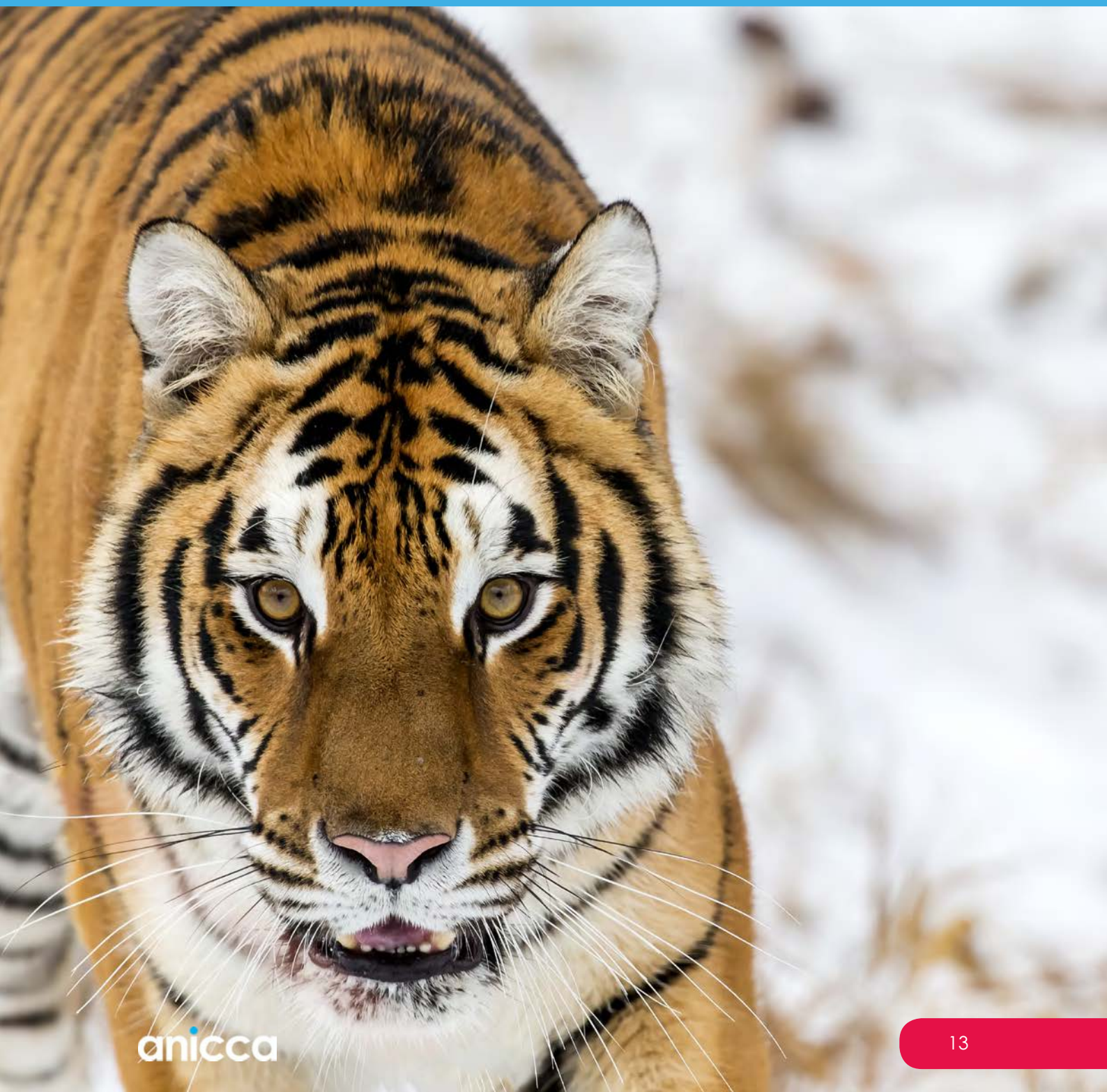
You will then need to action your findings and recommendations by immediately fixing urgent issues. Whereas, more complex issues (and opportunities for improvement), should be added into your aims and objectives; so, they can be incorporated into your overall implementation plan. After making any immediate changes, your marketing should be more effective; encouraging greater engagement and positive interactions from your visitors, which should also result in a better return on investment (ROI).



**Table 1: Our A10 approach to auditing your Owned Assets and marketing activities**

What I want to understand	Example of Analysis
<b>Audience</b>	
Who are my target audience(s)? Who are my current customers? Who visits my site and social profiles?	<ul style="list-style-type: none"> <li>Analysis of my website audience e.g. demographics and interest data in Analytics</li> <li>Use of social platforms analytics to understand my website visitors, and my social fans or followers e.g. Facebook and LinkedIn analytics. Use of third-party audience tools like Mosaic</li> </ul>
<b>Assets (website)</b>	
Do my customers like my site – what is their instant impression of my site (does the site load quickly, is the design attractive, is it easy to use and navigate)? Do they trust my site (are there reviews, case studies and other trust symbols)? Do they understand the content on the site, our message and proposition? Is the site easy to read, fresh, relevant and useful? Does the site work: is it fast, secure, and mobile friendly? Are there any errors or other technical issues? Does the site have the legal safeguards and messages required to comply with local and international legislation? What's the purpose of the site - did it achieve this?	<ul style="list-style-type: none"> <li>Initial Impression - Site speed, bounce rates – is there a problem?</li> <li>Design and user experience (UX) vs competitors. Ease of use and navigation</li> <li>Does the site have the relevant trust symbols? Are there 3rd party or on-site reviews? Is there evidence of positive user-experience e.g. case studies, testimonials? Is there any proof of credibility or thought leadership, such as awards, certifications etc?</li> <li>Content - Presence of relevant content on the main pages or supporting content in guides/blogs. Types and formatting of the content for users and SEO. Problems with content, e.g. out of date, duplication, international pages, thin pages (with limited content)</li> <li>Technical - Site speed, load times, Security (HTTPS), mobile performance e.g. responsive design.</li> <li>SEO - Technical SEO including indexing, errors, site maps, robots.txt. On-page SEO and content, including tagging and body copy, Off-page SEO including inbound links and domain authority</li> <li>Are the relevant legal elements present? Cookie policy, Privacy and GDPR, Terms and conditions, Accessibility, Ecommerce compliance (selling regulations specific to each country)</li> <li>Following the review of the site, is the site fit for purpose and will it help you meet your objectives?</li> </ul>
<b>Assets (social presence)</b>	
Where do I have a social presence and how big is my following? Are my social profiles set-up correctly and am I actively posting and communicating to my followers? What is my presence in the press?	<ul style="list-style-type: none"> <li>Presence of business pages/profiles on the top and sector specific social platforms; with a consistent, complete and verified profile</li> <li>The size of your fan base on each profile, and the level of engagement by your fans/followers</li> <li>Regular, varied and relevant content posted across the social platforms and news outlets (PR)</li> </ul>
<b>Assets (marketing collateral, ads &amp; creative)</b>	
Do my marketing assets, ads, content and video etc. get my message across to my customers?	<ul style="list-style-type: none"> <li>Review of all brand guidelines, marketing collateral, ads and content (text and multi-media).</li> <li>Are they consistent, attractive and relevant?</li> <li>Are there any gaps, or do you need new assets created?</li> </ul>
<b>Assets (marketing toolkit)</b>	
Do I have a CRM and the necessary marketing management tools? Do I have the channel specific and 3rd party tools?	<ul style="list-style-type: none"> <li>Sales and marketing technology (CRM, email etc), quality of the data and how the tools are used (e.g. frequency and effectiveness of emails)</li> <li>3rd party or in-house tools, costs, effectiveness, frequency of use, alternatives, gaps and other requirements, such as staff training.</li> </ul>
<b>Awareness</b>	
Is my target audience aware of my brand (do you have a recognisable brand name)? Am I using any brand building techniques such as display advertising, PR, social?	<ul style="list-style-type: none"> <li>Brand searches and visibility in search engines</li> <li>Brand awareness using surveys and measurement techniques</li> <li>PR and media coverage, Presence in Google My Business pages and directories</li> <li>Social presence and activity</li> </ul>
<b>Acquisition</b>	
Can potential customers find the site in the search engines? What other ways can my site be found? Can customers buy my product and services away from my website, via marketplaces, or other channels and outlets (online or offline)?	<ul style="list-style-type: none"> <li>Analytics data to understand the sources of traffic</li> <li>What are your rankings in the search engines (i.e. the organic, local, or paid results)?</li> <li>Keyphrase rankings (vs competitors), levels of organic traffic and any changes over time</li> <li>Effectiveness of paid campaigns (search, social and display) and other sources of traffic/channels</li> <li>Performance of off-site acquisition, e.g. affiliates, marketplaces, social commerce (buy buttons)</li> <li>Role of digital for offline customer acquisition e.g. calls, in-store, sales team, catalogue sales</li> </ul>
<b>Action</b>	
Is the site relevant to my customers, are there useful features and functionality, do they want to spend time on my site? Do they contact, call, buy or visit my business because of using the site - does the site make it easy to do this? Do I get actions/conversions on social media, marketplaces? Are any sales happening off-site?	<ul style="list-style-type: none"> <li>Analytics data to determine levels of engagement by type and source of user</li> <li>The pages that users land on and engage with</li> <li>How are you measuring conversions (on-site and off-site)?</li> <li>The effectiveness of Call-to-actions, user experience (UX) and how your site encourages conversions</li> <li>Your conversion rates on your site by location, channel, device, type of user</li> <li>Review of engagement and conversions on other channels, social platforms or marketplaces</li> <li>Off-site conversion (in-store, phone, or sales staff). How is this being tracked and attributed?</li> </ul>
<b>Attention (and retention)</b>	
Do they find the site useful, do they spend much time on the site and do they want to return? How do they hear from me and continue our conversation and relationship?	<ul style="list-style-type: none"> <li>Analytics data on returning vs new users. Levels of engagement, effectiveness of content.</li> <li>Use of retention strategies like remarketing, email and social media</li> <li>Presence and use of Customer Relationship Management (CRM) or Marketing Automation Software (MAS). Customer service touchpoints, review of any online complaints and how you responded</li> </ul>
<b>Advocacy</b>	
Do my customers want to share, or review my site, products and service? Do I encourage or reward this? Where and what are they saying about me?	<ul style="list-style-type: none"> <li>Ability to share site content on social media or via other methods</li> <li>How easy is it for users leave a review, what were the comments and your response?</li> <li>Mechanisms on the site to recommend or refer friends and colleagues</li> </ul>
<b>Assessment</b>	
Is my tracking and reporting set-up correctly? Am I measuring offline conversions? Am I correctly attributing any cross-channel and cross-device conversions? Do I have the appropriate KPIs and reporting dashboards for the business?	<ul style="list-style-type: none"> <li>Use of Google Tag Manager and the correct tagging and tracking (tracking code/pixels for website and ad platforms and tracking external content and links using UTM/URL tracking)</li> <li>Analytics set-up and customisation</li> <li>Use of call tracking, in-store tracking, offline sales (tracked in CRM), methods to integrate this with website Analytics and Google Ads</li> <li>Conversion attribution within ad platforms, across devices and analytics</li> <li>Dashboards and visualisation of data from multiple sources, use of KPIs and management reports</li> </ul>

# A2: Aims



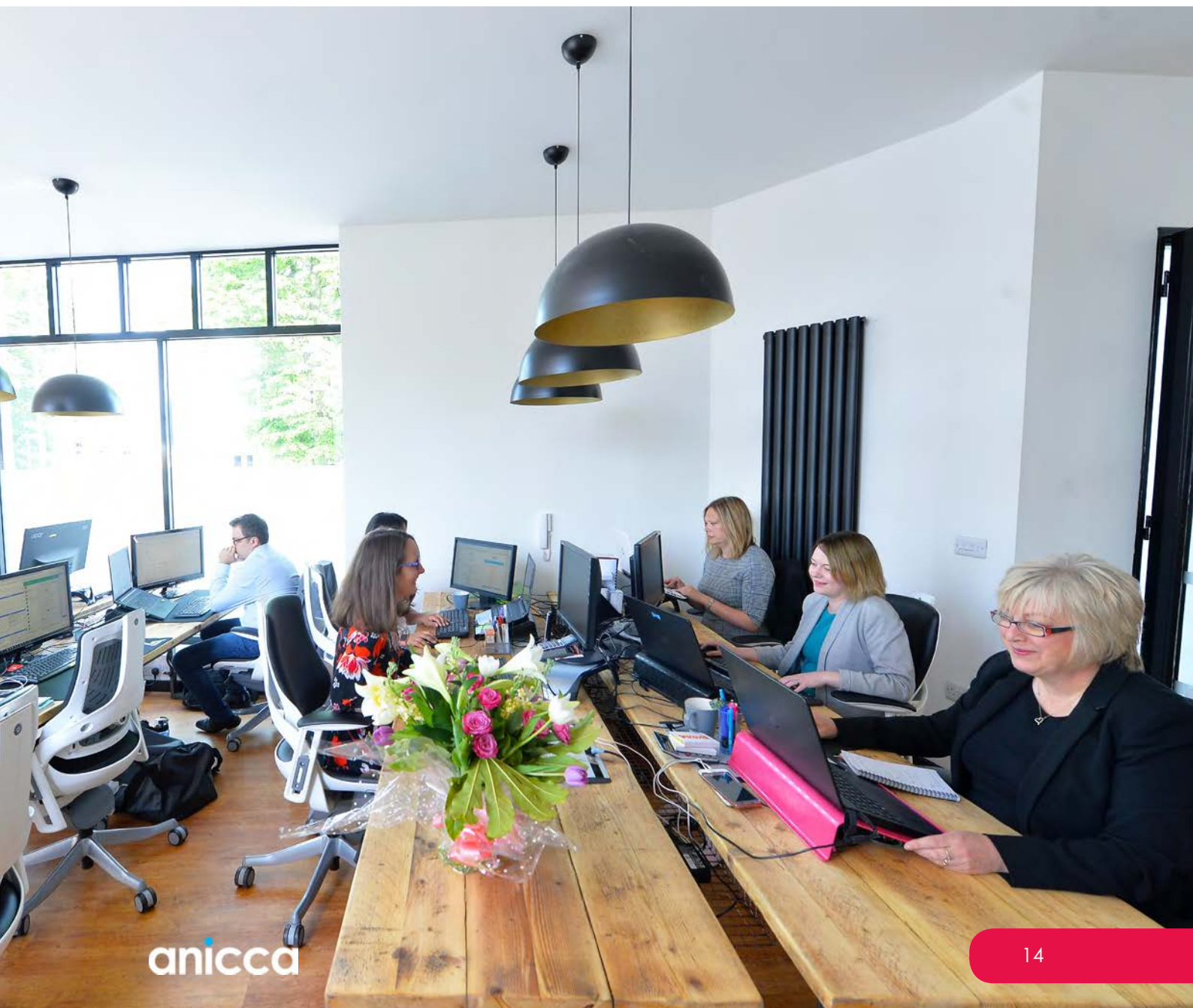
## A2: Aims

It is important to develop **SMART Aims and Objectives** for each channel of the Promotional Mix and/or for different stages of the sales funnel (i.e. where **SMART** stands for **Specific, Measurable, Achievable, Relevant and Time-limited**). This will help you set commercial objectives for each customer segment, for specific categories of products and services, and for different marketing channels.

You should then be able to create measurable targets or **Key Performance Indicators (KPIs)** for each objective, set-out in a monthly calendar. You can then track these KPIs every month, to determine whether you are on target to achieve your desired outcomes. Typical **digital marketing KPIs**

will include; the number of leads or sales, average order value, revenue, profit, cost of acquiring a sale, new customer acquisition rates, retention, customer churn, lifetime value etc. Ideally this should be in the form of a **KPI dashboard**, which will help you to visualise and communicate to the rest of your team, the progress and success of your plan. In section **A10: Assessment**, we recommend using Data Studio to create a dynamic dashboard, with data imported from Analytics and other platforms.

*Note:* omni-channel businesses will also need to set objectives for each distribution channel, (such as your website, call centre and stores); as well as any offline marketing channels, such as; advertising (TV, radio, print, outdoors), press releases (PR), events and tradeshows.



# A3: Audience



## A3: Audience Targeting

Instead of trying to target all potential users with a generic approach; it is much more effective to use the appropriate channels and relevant marketing messages for different customer segments. Each customer segment will require a different proposition, messaging and channels to reach them; so, it is very important to understand the characteristics of each target audience and how to target them. This is known as **Customer Segmentation, Targeting and Positioning**.

### Creating customer personas

By understanding the demographic profile and interests of your ideal target audience;

you can create **customer personas** to describe or represent each customer segment. You can then use these personas to know exactly who to target, or to create content and ad messages that will resonate with each segment. An example of a customer persona is shown in Figure 5 for a business to business (B2B) audience.

### Targeting new audiences

The process of targeting specific customer segments, has been made much easier, because most social and ad platforms offer **audience targeting**; i.e. where you create a target audience based on the demographics, interests and behaviour of your ideal customer.

Figure 5: An example of a customer persona for a B2B audience



#### About Mary

- ➔ Mary is 30-40, and the marketing manager for a large national brand
- ➔ She is a chartered marketer and has always worked in traditional marketing roles, working in-house in larger organisations and PLCs
- ➔ She has a couple of executives who work for her, updating the (ecommerce) website, plus mailshots to existing clients and creating some posts on Facebook and Twitter
- ➔ She is worried that her team now knows more about digital than her

#### Requirements

- ➔ Mary is now responsible for managing the website and all digital channels – she holds the marketing budget for all her division
- ➔ She has to grow online sales from £10k/month to £100k/month, with an online budget of £10k/month
- ➔ She currently reports directly to the MD but has been promised a board/more senior position if she hits her targets within 18 months
- ➔ She wants a mix of strategy, training and implementation

#### Solution

- ➔ Mary wants an agency to help her with the strategy as well as implementation
- ➔ The agency must be able to develop her skills and those of her team
- ➔ Mary is a fast learner, she is also very loyal and is looking for a long term partner
- ➔ The agency has to have a broad range of expertise with a fast and flexible approach, including out of hours and over Christmas
- ➔ Mary is worried about budgets and ROAS - in the long term she would like to do as much work in-house as possible and use the agency for the difficult bits



## Examples of targeting techniques by platform

### 1) Facebook organic posts

Instead of the whole of your fan-base having the opportunity to see your content, you can restrict each post to a specific and relevant sub-section of your audience e.g. by location or interest. This is called **Facebook Audience Optimisation** and should result in a higher level of engagement.

Note: due to the algorithm changes in Facebook in January 2018, going forward a smaller percentage of your fans will see your organic business posts.

### 2) Social and display ad platforms

Each ad platform uses slightly different targeting techniques based on the data they hold on their users:

- ➔ This normally includes location, age and gender; or other **self-completed data**, such as job title, marital status, education.
- ➔ In addition, most platforms offer ad targeting based on **behaviour or interests**; for example, in Facebook and Twitter, you can find users based on the pages and content that users like or engage with. This means you can find users who are interested in specific products, hobbies, brands, celebrities, associations etc.

- ➔ These platforms work well for **targeting both consumers and businesses**; and can be used to target new as well as existing audiences.
- ➔ **Third-party data** is sometimes used in the targeting for paid social ads and display ads. This may include purchasing behaviour or visits to specific types of sites. For example, Google Display advertising offers In-market and Custom intent audience targeting; e.g. where you can find people looking for a holiday or business software.

### 3) LinkedIn Ads

These can be used for targeting other business professionals and consequently the targeting options are based around the **CV of the individual** (e.g. job title, years of experience etc), or the **characteristics of their employer**, (e.g. company sector, number of employees etc). You can also target members of specific groups (interests) and their skills.

### 4) Google Search Ads

Advertisers can restrict who sees their search campaigns; so only certain users that match your selected demographic groups will see your ads, (i.e. based on age, gender and parental status). Search campaigns can also be layered with audience and interest targeting.

Figure 6: Audience optimisation

The screenshot displays the Facebook Audience Optimisation interface. On the left, there are targeting options: Location (United Kingdom), Age (25-55), Gender (All, Men, Women), and Languages (text input). Below these is a section for 'tailed targeting' with the instruction 'INCLUDE people who match at least ONE of the following'. It lists three categories: 'Production' (under Demographics > Work > Industries), 'Business Owner/Engineer' (under Demographics > Work > Job titles), and another 'Production' entry. On the right, the 'Audience definition' section shows a gauge indicating 'Your audience selection is fairly broad' and a 'Potential reach: 4,500,000 people'. Below this, the 'Estimated daily results' section shows 'Reach: 7,700-35,000' and 'Link clicks: 88-350'. A warning message at the bottom states: 'Your results are likely to differ from estimates. We have limited data available to calculate this estimate, so estimates may be less accurate.'

## Creating an audience based on your own customers or website visitors (Remarketing/Retargeting)

Most ad platforms allow you to add or create your own audiences; for example:

- ➔ Uploading a CSV list of your customers or prospects to each platform. This is then matched to users on the platform
- ➔ Previous visitors to your website can be targeted by adding a tracking pixel on your website. You can then create a retargeting list based on the pages they visited e.g. users that went to the shopping

cart but did not go to the thank-you page, i.e. cart abandoners

- ➔ Users that have interacted with your Facebook/Instagram content or earlier ads on these platforms

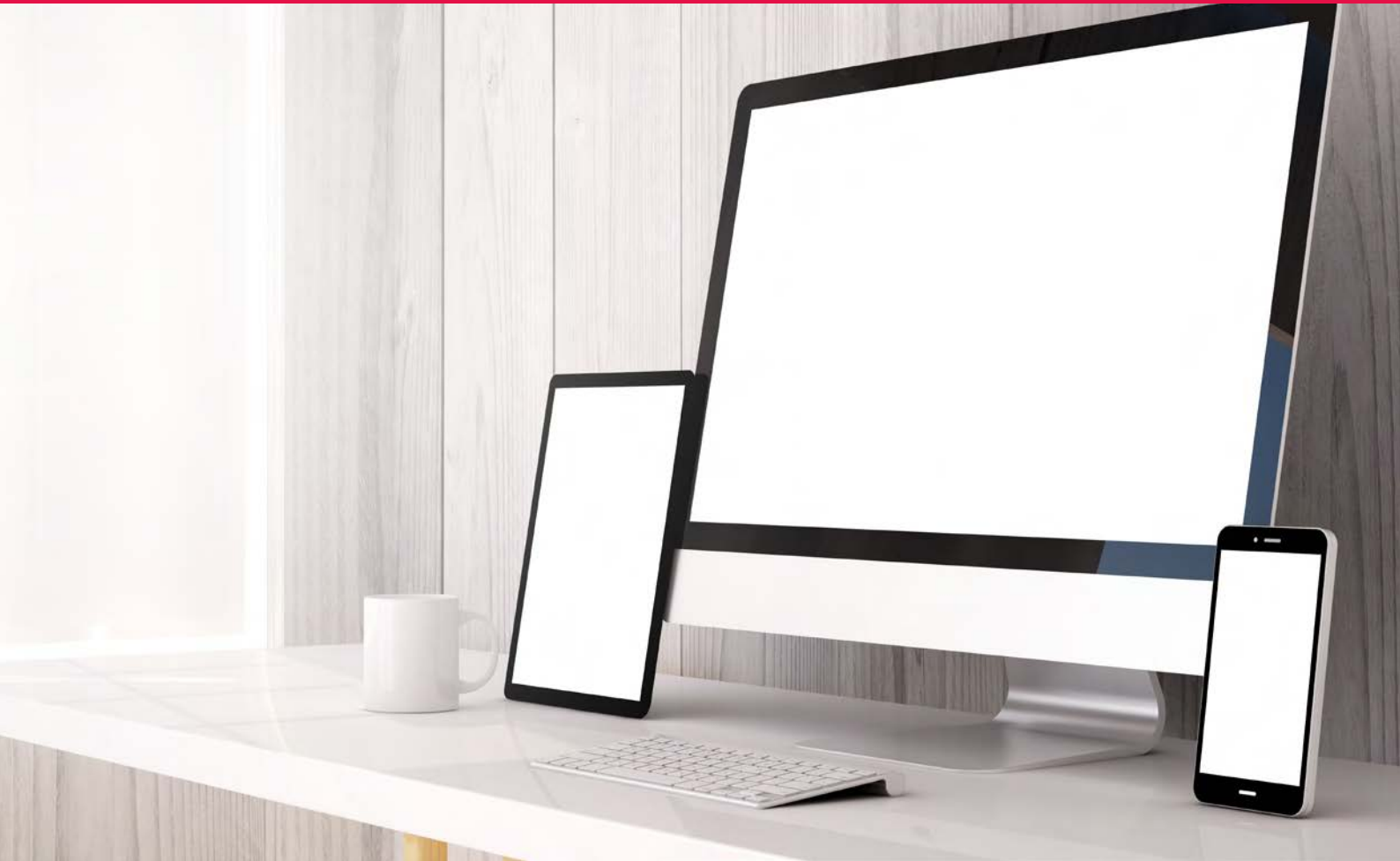
These “**custom**” or “**matched**” audiences can then be used for Retargeting/Remarketing, or **Sequential advertising**.

In addition, the ad platforms often allow you to create **Similar or Lookalike audiences**, based on your saved or uploaded audiences. This can be used to find more users like your existing customers.



# A4: Assets





## A4: Assets

It is essential that you have your **Owned Assets** in place before investing in any marketing activities; as these assets will be the main way that your customers see or interact with your brand. These will include:

- ➔ Your **website, blog** and any **mobile apps**
- ➔ **Your social media profiles** and **Business pages** on search engines and directories
- ➔ Your **marketing collateral**, promotional material, content, creative, ads and videos.

You will also need a range of tools in your **technical toolkit** to help you measure or manage your marketing.

### Your website and blog (and mobile apps)

Your website/blog (and possibly your mobile app) are likely to be the main touchpoints with your customers, and for many businesses this will be the biggest source of online leads and sales. Therefore, it is essential that you invest in the quality and performance of these digital assets; as this is likely to improve

your visibility in the search engines and will help you achieve higher levels of customer engagement and conversions from your visitors.

### Improving your existing website/blog

**a)** You will need to check and improve the **design, navigation, content and functionality** of your website; as this can help improve visibility in the search engines, user experience (UX), trust, credibility and user engagement. In fact, if your website does not work effectively and help you to achieve your objectives, then you are best to fix it, before spending money (and time), in driving users to a site that doesn't work.

**b)** Your website needs to be **secure, fast, mobile and SEO friendly**. These factors will impact the user experience and are used by Google (and other search engines) to determine your rankings in the search results. You should review various technical aspects of your site, including technical SEO, speed (page load speeds), html errors, on-page/meta tags, schema, API generated content, native apps, creation of Accelerated Mobile Pages (AMP) etc.

## Developing a new Website

If you do not currently have a website, then you will need to understand the platforms and content management systems (CMS), available for **developing a new site**, as these will vary for different types of businesses and budgets. The most popular CMS platforms in the world are: WordPress (59.7%), Joomla (6.7%), Drupal (4.7%), Magento (2.3%), Blogger (1.9%), Shopify (1.7%). The number in brackets is based on their market share (%). Data was sourced from <https://websitesetup.org/popular-cms/>.

### 1) Brochure site

If you are creating your first “**brochure website**” to showcase your product and services, in order to generate enquiries; then you may want to consider one of the free site-builders or CMS platforms that are designed for start-ups (such as **Square Space, Weebly and Wix**). There are lots of designs (or themes) that you can get from the platform (for free), or you can purchase a theme from sites like ThemeForest.net for less than £50. This means that you won't need to pay for a bespoke design. However, you will need to write all the content and gather the images, in preparation for building the site yourself, using the online platform.

### 2) WordPress site

If you have a bigger budget and need a larger site with more features; then you could consider a **WordPress site**, as WordPress powers over 30% of the sites in the world and 60% of sites built using a CMS. WordPress has many plug-ins (free and paid); allowing you to add a lot of extra functionality to your site, including ecommerce (see below). You can also install a free or paid theme; or contract a designer to get a bespoke design.

It is likely that you will need help to build your WordPress site from a freelancer or web developer. The price of getting a WordPress site developed can start from around £500 (for a freelancer), however many large professional sites are built on WordPress, and these typically cost more than £5,000 to develop (plus VAT). Your web developer should also provide secure hosting using their

chosen **internet service provider (ISP)**, which should cost you less than £20 per month.

### 3) Database site

If you need a more complex site, for example with database functionality e.g. for a property, holiday or a recruitment site; then the most popular platforms are **Joomla and Drupal**. You may need to employ a web developer that specialises in this type of platform. *Note:* These CMS platforms are also used to build ecommerce sites.

### 4) Ecommerce

If you want to build your first ecommerce site, then you may want to start with a low-cost option and chose from one of the “rental” or hosted sites, like **Shopify** or **Big Commerce**. This can be set-up with minimal knowledge and a budget of around £30 per month (including hosting). These platforms also offer various payment options, which will typically cost 2-3% of the sales value.

If you have a lot of products or are looking for specific functionality (such as taking payments from existing customers or integration with back office software); then you will need a developer to build your site using an open source ecommerce platform; such as **Magento** or **PrestaShop**. Alternatively, you could use the most popular CMS for ecommerce, which is **WordPress with a WooCommerce plug-in**.

You will also require your own payment gateway, such as **PayPal, Stripe, Sage Pay or Worldpay** to take online payments. You may require a more expensive hosting service, specifically designed for ecommerce website.

## Business pages and directories

You need to create business pages on search engines (e.g. Google My Business Page) and in local and sector-specific directories. This will help with your local SEO, so your business will be seen in the map listings.

## Social media platforms

Each of your customer segments are likely to use different social media platforms; so, you might need to improve or create profiles on the platforms preferred by your audience (see Figure 7). This will involve:

- ➔ Set-up your business account and profile
- ➔ Create and verify your business page(s)
- ➔ Ensure that your imagery is consistent across your profiles
- ➔ If applicable, create sub-pages for store locations or for specific products or services
- ➔ Where relevant, enable reviews and feedback

In many cases, there will be a central dashboard that will allow you to manage your profiles, ads and audiences; for example, **Facebook Business Manager** has a lot more functionality than just being a page administrator.

Once you have all your social media building blocks in place; you will be able to use various techniques to **build your audiences** (fans and followers) and **distribute content** to them. This could be content from your website, as well as posts and ads that you can distribute on the individual platforms. This

ongoing communication should encourage user engagement and actions at different stages of the sales funnel. If successful you should be able to build a community of fans that will also act as **brand ambassadors and advocates** on your behalf.

### Where does your audience spend its time?

If you want to increase brand awareness, engagement, clicks to your website, plus any resulting leads or sales; then it is important to get in front of your target audience on the media and platforms where they spend most of their time. Figure 7 (below), shows the social platforms and messenger apps by active users (UK and USA).

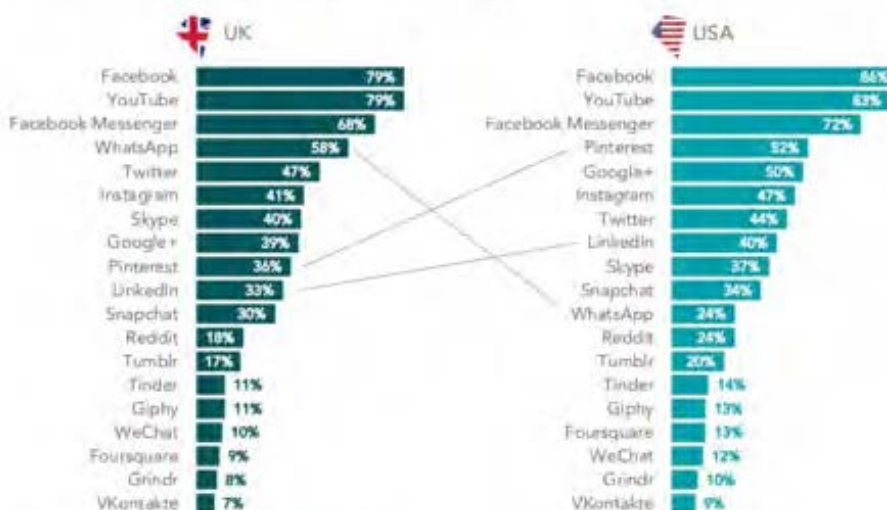
Your target audiences are likely to spend more time online on these types of platforms (plus gaming sites), than on traditional media.

In the UK we spent an average of 205 minutes online per day in 2018 (Ofcom). Zenith media have predicted that in 2019, people will spend an average of 170.6 minutes each day online. This compares with 170.3 minutes watching TV; and although the actual ratio varies by country, it will be the first time that internet usage will overtake TV consumption.

Figure 7: Social media usage in the UK and USA

## Social usage largely aligned across the pond, key differences: WhatsApp, Pinterest, LinkedIn

Among online UK and US adults aged 18+, the % who use each network



we are Flint Base: All US (n=2,007), All UK (n=2,008)

## Marketing collateral and ads

You should formalise your internal processes for the creation, review, approval and use of creative assets. This is made much easier if you already have a central bank of images, photos and messages, which can be used for new content (text and multi-media), promotional material and other supporting assets for specific campaigns and platforms. You will also need a set of **"brand guidelines"**, to help ensure consistency of design, messaging and tone of voice, across all your channels. It is important to plan all your content marketing, ads and communication activities for the next 3-12 months, using **content and advertising calendars** that integrate with your other offline promotional calendars. This can be achieved by using spreadsheets, online collaborative tools, or third-party tools (free or paid).

Where possible you should prepare all your creative assets in advance. Depending on the channel you are using, you may need to create a whole family of ads, based on different **ad formats and sizes**. You can use software like Canva (free software) or Photoshop to create your ads. The size of display ads are outlined at <https://www.iab.com/newadportfolio/>. These will vary by platform but some, such as Google Ads, now offer **responsive ads**; where you provide the image, text and link and the software resizes the ad according to where it is placed.

## Using Video

Videos can be created by businesses for a range of uses, such as; product demos, brand/corporate stories, events, expert interviews, educational or How-To, explainer, animated, case study and customer testimonial, live videos, 360°, Virtual Reality, Augmented Reality (AR) and personalised messages e.g. from the business owner.

Videos can be hosted on your own website, or on a video sharing site, such as YouTube, Instagram TV or Vimeo; so, users can regularly return to view them. They can also be distributed in organic or paid social posts, on Facebook, Instagram and Snapchat; so, your fans get a chance to watch and share them with their friends and family.

When users watch videos on different platforms, they change the orientation of their screen (normally a Smartphone) and they will have the sound on (YouTube) but off for Facebook and Instagram.

Each video will need to be edited differently depending on where it is being viewed. Videos posted on social media may require a vertical or square orientation, sub-titles and are likely to be shorter (less than 1 minute long). Whereas the version hosted on your website or a video sharing platform, is likely to be longer, have a landscape orientation and users will listen with the sound on.

The technology required to shoot a video is now very cheap, with styling and lighting being more important than using a high-resolution camera.

## The importance of video

Data summarised by Biteable, <https://biteable.com/blog/tips/video-marketing-statistics/> shows that video is the fastest growing format online, with 78% of people watching online videos every week, and 55% viewing online videos every day (HubSpot). By 2020, online videos will make up more than 80% of all internet traffic, up from 75 percent in 2017 (Cisco). YouTube has the second highest traffic, after Google (Alexa).

Research by Buffer <https://buffer.com/state-of-social-2019>, (using data from Buzz Sumo), shows the top 500 Facebook posts of 2018; 81% were videos. 18% were images, and only 0.2% were links. The data also showed that on average, the video posts get at least 59 percent more engagement than other post types.

In addition, IAB data, shows that digital display ads containing video, has grown by 40% year on year (YOY) in the UK, in the first half of 2018, and represents 15% of UK digital advertising spend.

## Technology toolset

It is important to use the appropriate tools and marketing technology, to run your campaigns more effectively, saving you time, and helping you to achieve your desired objectives and return on investment (ROI). There will be a wide selection of free and paid tools for analysing, implementing, measuring, reporting and supporting your marketing activities. This will include Analytics, tagging, CRM, channel monitoring, SEO management, feed management, social listening, social posting, to name just a few.

Below is a list of some of the tools that we use at Anicca and what they are used for:

- ➔ **Google tools** – Analytics, Search Console, Google Ads, Data Studio (with Supermetrics connectors)
- ➔ **SEO** – SEOmonitor, ahrefs, DeepCrawl, Screaming Frog, SEMrush, free site-graders (see Table 2)
- ➔ **Paid media** – Optymzr, Feed Optimise, SEMrush
- ➔ **Social, content and PR** – Simply Measured, Cision, Hootsuite, SEMrush
- ➔ **Auditing and Conversion testing** – Hotjar, Unbounce, VWO (Visual Website Optimiser)

- ➔ **Others** – SharpSpring (marketing automation), Salesforce (CRM), Response Tap (Call Tracking).

You will need to research, compare, demo and implement these tools for use in your campaigns and other marketing activities. Most offer a 30-day trial or have a "freemium model", where you get limited functionality for free.

## Tools to test the performance of your website

Your **Search Console/Webmaster Tools** accounts should be the first place to check for any technical errors or other issues on your site. You can also use SEO software, **site-graders** or browser plug-ins to test your site. In table 2, we have listed some of these tools; many of which are free (or offer a free trial).

Typically, you enter the URL of your website and they provide a list of errors and recommendations, which can help non-technical marketers to prioritise issues and to understand the implication of any problems.

However, you may get conflicting advice from different tools; so, there is no substitute to speaking to a **technical SEO specialist**.

**Table 2:** Comparison of site-graders, analysers and browser plug-ins

Site Graders		Analyser and SEO management software	
Online tools where you simply enter the URL of your site (and possibly some keyphrase and competitors' domains)		A free cut-down version of the paid tools. You will need to create an account and there may be time limit to the free trial.	
Neil Patel	<a href="https://neilpatel.com/seo-analyzer/">https://neilpatel.com/seo-analyzer/</a>	SEMrush	<a href="https://www.semrush.com/lp/site-audit-2/en/">https://www.semrush.com/lp/site-audit-2/en/</a>
HubSpot	<a href="https://website.grader.com/">https://website.grader.com/</a>	Moz link Explorer and keyword tool	<a href="https://moz.com/community/join">https://moz.com/community/join</a> Free tools can be accessed here: <a href="https://moz.com/free-seo-tools">https://moz.com/free-seo-tools</a>
Silktide	<a href="http://nibbler.silktide.com/">http://nibbler.silktide.com/</a>		
Woo Rank	<a href="https://www.woorank.com/">https://www.woorank.com/</a>	Screaming Frog	<a href="https://www.screamingfrog.co.uk/seo-spider/">https://www.screamingfrog.co.uk/seo-spider/</a>
UpCity	<a href="http://app.upcity.com/free-tools/seo-report-card">http://app.upcity.com/free-tools/seo-report-card</a>	Similar Web	<a href="https://www.similarweb.com/pro">https://www.similarweb.com/pro</a> Also has app and industry analysis tools
Web Page FX	<a href="https://www.webpagefx.com/seo-checker/">https://www.webpagefx.com/seo-checker/</a>	Seobility	<a href="https://www.seobility.net/en/">https://www.seobility.net/en/</a>
SEO Workers	<a href="https://www.seoworkers.com/tools/analyzer.html">https://www.seoworkers.com/tools/analyzer.html</a>	<b>Browser plug-ins</b> Add the plug-in to your browser. You will see an assessment of each page you visit (or the search results page in Google)	
Lipperhey	<a href="https://www.lipperhey.com/en/signup/">https://www.lipperhey.com/en/signup/</a>		
Dareboost	<a href="https://www.dareboost.com/en">https://www.dareboost.com/en</a>		
Site Liner	<a href="http://www.siteliner.com/">http://www.siteliner.com/</a>		
Varvy	<a href="https://varvy.com/">https://varvy.com/</a>	Moz	<a href="https://moz.com/products/pro/seo-toolbar">https://moz.com/products/pro/seo-toolbar</a>
SEO Tester Online	<a href="https://www.seotesteronline.com/">https://www.seotesteronline.com/</a>	SEO Quake	<a href="https://www.seoquake.com/index.html">https://www.seoquake.com/index.html</a>
Clarity Checker (for content)	<a href="http://www.claritygrader.com/">http://www.claritygrader.com/</a>	SEO Book	<a href="http://tools.seobook.com/seo-toolbar/">http://tools.seobook.com/seo-toolbar/</a>
Google mobile speed	<a href="https://testmysite.withgoogle.com/">https://testmysite.withgoogle.com/</a>	Google Lighthouse	<a href="https://webmasters.googleblog.com/2018/02/seo-audit-category-in-lighthouse.html?m=1">https://webmasters.googleblog.com/2018/02/seo-audit-category-in-lighthouse.html?m=1</a>
W3C code checker	<a href="http://validator.w3.org/">http://validator.w3.org/</a>		



# A5: Awareness



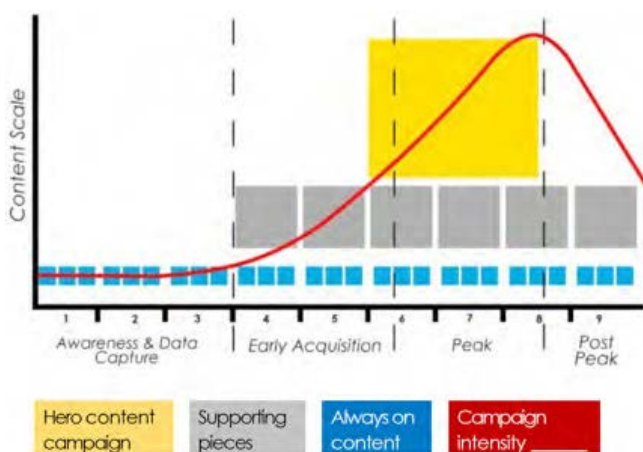
## A5: Awareness

Traditionally offline broadcast media like TV, radio and print have been used for generating brand awareness, due to their mass audiences and appeal. However, they normally require large budgets for both production and distribution. The advantage of creating awareness campaigns using digital channels, is that we can still get to large audiences, but we can use much more accurate targeting. Consequently, only your target audience see your ads, reducing wastage and costs.

### Why it is important to develop your brand awareness

Brand awareness campaigns can be used to help you increase the size of your social communities, the amount of organic traffic to your site (via brand searches), the amount of direct traffic to your website, and if applicable, the number of visitors to your stores or outlets. New or smaller companies often struggle to invest in developing their brand. This does become more important as you grow, or when you are in a very competitive sector, where your brand reputation and unique selling proposition (USP) should allow you to differentiate yourself in a crowded market. You can also use the same brand awareness channels to educate your target audience(s) about a new product or service, and for building trust and credibility within that audience, so you become the brand of choice.

Figure 8: Planning a “spike” and “Always-on” campaign



### Content marketing as the central hub for your awareness campaigns

Most marketers employ a drip and spike approach to awareness marketing, where they have “**always-on**” content marketing, communications and ads; plus, periodic **spike campaigns** around a specific theme or purpose (Figure 8). This is often achieved by having a central piece or “**Hero content**” on the website (which supports SEO), This could be a guide or blog, which is reformatted, or split into smaller pieces (“shattered”) and distributed through a range of channels designed for increasing brand awareness (Figure 9):

Figure 9: Adopting an integrated approach with core content distributed via other channels



### Channels used for awareness campaigns

- ➔ **Paid** – paid social or display ads, which appear on other sites in the form of sponsored content, banners or videos. Can also include newer ad formats, such as: Smart (programmatic) TV or digital radio
- ➔ **Owned** - email, organic social media posts
- ➔ **Earned** – Media outreach, press releases (PR), your content shared by bloggers, influencers and thought leaders.  
Note: sometimes this is a paid rather than an earned tactic

The content and messages used in these campaigns, need to be consistent across multi-channel and their effectiveness improved by an ongoing optimisation process. This is where we test new ads (or assets) against the existing ones, by making incremental changes, to see which performs the best (this is called a **Challenger vs the Champion** testing approach).



## Using social media to build awareness

You can increase your brand awareness and visibility by using a mix of **Organic (free) social posts** and **paid posts (social advertising)**.

Most businesses will try to build their fan-base; so, they can engage with their community by posting content (for free) and receiving feedback, in the form of reactions (likes), shares, comments and reviews. However, organic content/posts will only be seen by a small proportion of your fans or followers. This is due to the platforms' relevancy algorithms that only show content to users, which they are more likely to engage with. Consequently, many businesses choose to use Paid social advertising, because these ads can be shown to the whole of the audiences you create. Your budget and the duration of the campaign will determine the proportion of your audience that see your ads.

By selecting different ad objectives, paid social can be used for awareness or acquisition strategies (see Figure 16). This impacts the way you **pay for your social ads**, which varies depending on whether you are trying to maximise impressions, clicks or video views. Where possible, you should select cost per click (CPC); but for some ad objectives, you will have no option but to select cost per impression (or CPM), or cost per video view.

Most social platforms have a management dashboard or admin centre, e.g. Facebook Business Manager, which allow you to view analytics, create tracking pixels and audiences. The analytics within the dashboards will allow you to get data on the size of the audience (reach) and the proportion of the audience that see the ads (**impressions**) and how often they see the ads (**frequency**).

The social media dashboards often have creative hubs for sharing and storing images and videos, which allows you to prepare your social media assets and audiences in advance. We recommend preparing a posting plan for your initial and ongoing organic posts, and for your paid social advertising. This should integrate with your other distribution channels.

In addition, some advertisers will use surveys or brand listening to measure the level of brand awareness, to see if there was an uplift in **brand recall** following the awareness campaign.

## Display ads for increasing awareness

Display ads are advertising messages (such as banners or videos) that appear on other people's websites. These sites are owned by publishers that want to earn advertising revenue from the content they produce and the visitors to their site. The ads are shown to users based on a range of targeting options; this could be the content of the site (**contextual targeting**), the users' behaviour based on the type of sites they have visited (**behavioural targeting**), or based on **retargeting**, where the users have previously visited the advertisers' sites and have been tagged with a retargeting pixel.

Advertisers can approach a publisher directly to buy advertising space. Alternatively, if they want to advertise on multiple sites at scale, then they can use an **ad network**, which will already have thousands of publishers.

The biggest ad network is **Google Display Network (GDN)**. This is where site owners join millions of other sites on the **Google's AdSense** programme, so they can earn a share of the advertising revenue generated from the ads that Google display on their sites. Consequently, a lot of advertisers' first experience of using display advertising, is an extension of their search campaigns in Google (or Bing).

Advertisers with larger display budgets will usually employ a specialist **media buying agency** to purchase ads on their behalf. Ads are bought and sold on an **Ad Exchange**, which is an auction-based market place. The ad auction utilises **Real Time Bidding (RTB)**,

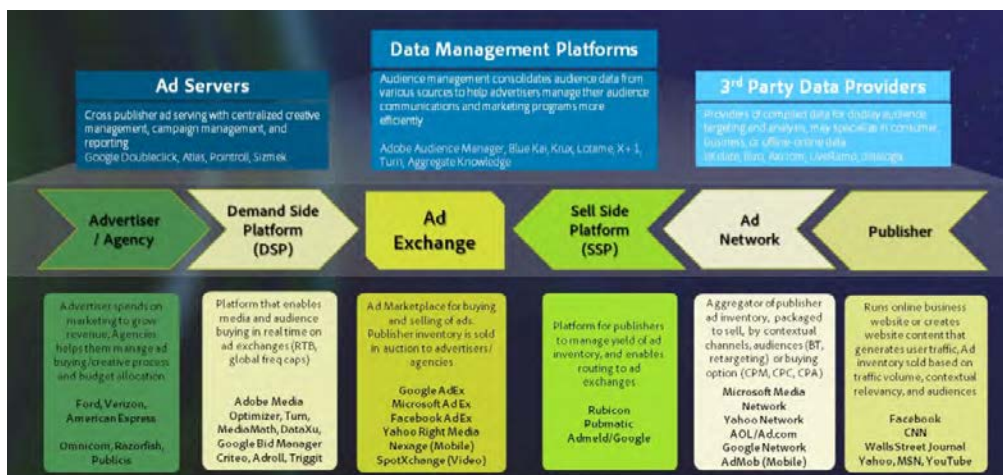
which is carried out in milliseconds on every impression (or page view by every user). This is often called **Programmatic display** and in most cases the advertiser pays on a cost per impression (CPM) basis.

Advertisers and agencies will use various technologies or platforms to execute and optimise their display campaigns across multiple ad exchanges. This includes the use of **Ad Servers** and a **Demand Side Platform (DSP)**, which forms part of the complex display advertising ecosystem. The different elements of the display ecosystem are shown in Figure 10 below. This is taken from the very useful video called **Display Advertising Basics (DSPs, RTB, Ad Exchanges, DMPs)** by Pete Kluge (from Adobe) - [https://www.youtube.com/watch?v=xnX1nxMM\\_R0](https://www.youtube.com/watch?v=xnX1nxMM_R0).

## Programmatic TV and radio ads

Digital streaming of video and radio has opened-up the possibilities for using these channels for awareness campaigns; as many platforms (such as Spotify) now offer a self-serve ad platform where you can use audience targeting (based on location and interests) to broadcast your ads. SmartAds from Sky is an example of programmatic TV, where different ads are shown to each household based on the characteristics of the individuals in the household. This results in highly targeted and relevant ads, which overlay the main ads (which were broadcast centrally). Consequently, there is no wastage of ad slots (or inventory), and as a result, Sky can now offer TV campaigns at a local or regional level from a few thousand pounds.

Figure 10: The Display Advertising Ecosystem



# A6: Acquisition



## A6: Acquisition

It is essential to encourage users to visit your website, watch your video, read your content, phone your call centre, join your online/ social communities, attend your event (on or off line), or visit your store or outlet. This is because these activities are normally the precursors to getting a lead or a sale. The buying process is rarely simple and may involve many steps, but it is still important to get potential customers to your website (or other assets), so they can start reviewing your brand and proposition (this is known as the consideration stage of the traditional sales funnel).

You will need to employ the relevant POET channels to increase acquisition of traffic to your online or offline properties. These acquisition activities tend to be either inbound or outbound.

- ➔ **Inbound (or pull activities)** is where potential visitors are actively seeking out information about your products or services, e.g. where potential clients are researching and find you on a search engine, on a video channel, on a review site, or comparison site.
- ➔ **Outbound (or push marketing)** is where you proactively push out information or ads to your target audience.

You may select acquisition channels in isolation e.g. developing your search engine optimisation, or by having a multi-channel strategy across both in- and outbound activities. Many acquisition strategies are based on paid media, as these channels can

be set-up quickly and get immediate results. They can also be controlled, by varying the budget or ad spend. So, you can easily increase the budget when you need more traffic, leads or sales.

*Note:* some channels, such as social and display, can be used for both acquisition and awareness.

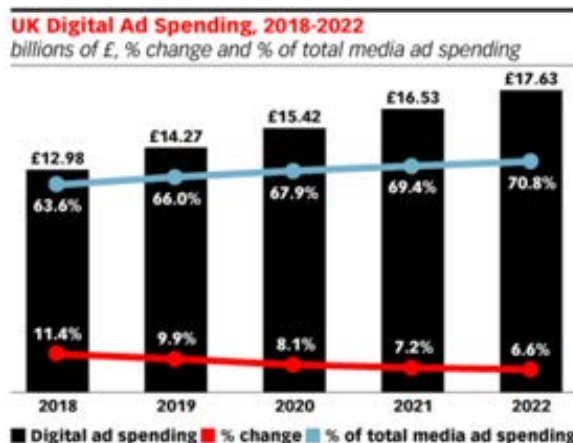
### The amount spent on digital advertising in the UK

The IAB-PWC carries out a survey twice a year on the digital advertising spend in the UK. You can see the data for 2017 in Figure 12, where the total UK advertising spend was £11.55bn and is now more than half of all advertising in the UK. The figures for the first half of 2018, were published in August 2018 and show that spend for H1 was £6.4b, which is a year on year (YOY) increase of 15%:

- ➔ **Search ads** represent 52% at £3.3bn and have also increased by 15%
- ➔ **Display ads** (£2.3bn) are split between:
  - » **Video** formats (£967m), which has grown by 40%
  - » **Non-video display** at £1.3bn, which is up 9%. Non-video display includes **banner ads, sponsored content, non-video native ads** in social media and other news sites
- ➔ **Classified** (£726m) and **Others** (£41m) remained flat.

In Figure 11, eMarketer has predicted the growth in UK digital ad spend and the % of total spend, until 2022.

Figure 11: eMarketer prediction on UK's ad spend



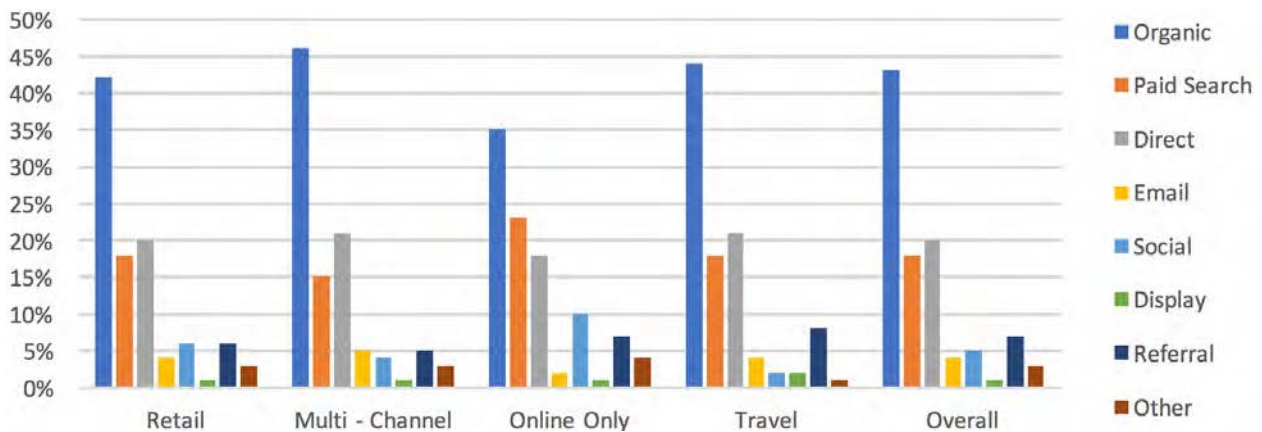
Source: <https://www.emarketer.com/content/more-than-60-of-uk-media-ad-spending-is-digital>

Figure 12: IAB-PWC UK digital advertising for 2017 by channel



Source: <https://www.iabuk.com/adspend/h1-2018-digital-adspend-results>

Figure 13: Source of traffic to different types of websites 2019



### Sources of traffic to different types of website

In Figure 13 you can see the major sources of traffic to different types of websites. This graph was created from data published in the Wolfgang Digital study <https://www.wolfgangdigital.com/kpi-2019/>. This shows the relatively low amount of traffic from social media platforms and the importance of search traffic.

### The importance of search engines for acquisition of visitors and conversions

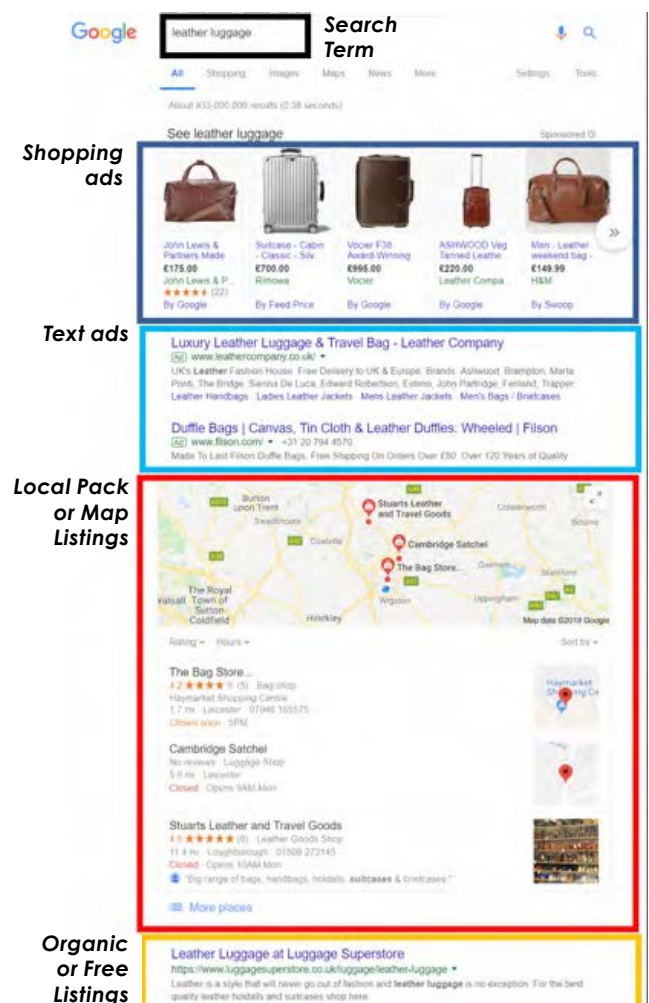
A typical search results page will be made up of the following elements (see Figure 14):

- ➔ **Organic listings** (snippet of the website content) – typically 10 per results page
- ➔ Right hand **brand, knowledge or local panel** – usually featuring one company
- ➔ **Text ads** – typically four at the top (above the organic listings) and three at the bottom
- ➔ **Shopping ads** – block or carousel of product listing ads from the search engine or partners
- ➔ **Local listing next to the map** – e.g. 3 listings taken from Google My Business Pages
- ➔ Other results, including: **videos, images, questions, featured snippets**

Search traffic is the most important channel for driving visitors to your website (across most sectors). This can be seen in the data presented in Figure 13 (from Wolfgang Digital); where there was an average of 61% traffic

from organic and paid search. In addition, 52% of UK ad spend was spent on paid search in the first half of 2018. Google dominates the search landscape with its market share fluctuating from 83% to 89% in the UK (Statista.com). Bing tends to have a growing market share on desktops and is a good source of traffic for B2B companies.

Figure 14: Main elements of the Google search results



## Search engine optimisation (SEO)

**Search engine optimisation (SEO)** is the process of improving your site to gain higher rankings in the organic search results. In Figure 15, you can see the three main elements of SEO; technical, on-page (content) and off-page (domain authority and inbound links). Many site owners will spend much of their time optimising these main aspects of their site and investing in ongoing content marketing (as this can help with both on-page SEO and be used to attract links from other sites). Companies with a local presence will also try to be found in the map listings, by using local SEO techniques.

For new sites, it can take many months (or even years) to build your domain authority to compete against existing players and big brands.

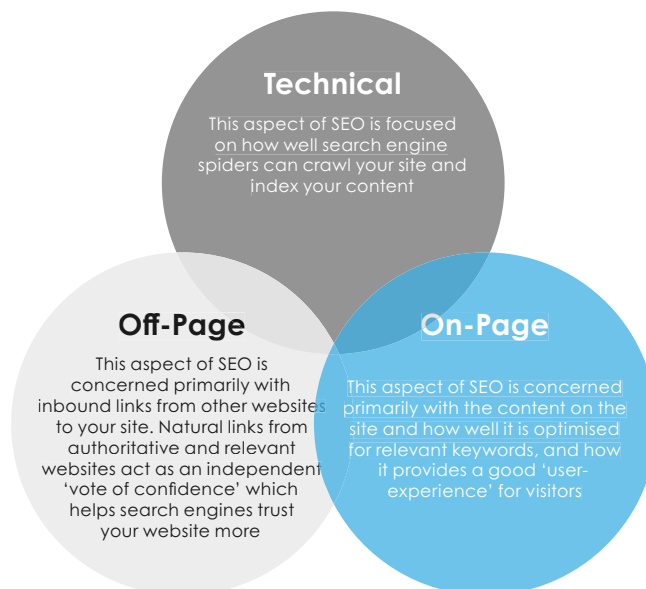
Note: you can check out your domain authority as compared to your competitors at [ahrefs.com](https://ahrefs.com), or by using some of the free site-grader tools, outlined in Table 2.

## Paid search (pay-per-click or PPC)

During their early years, many businesses will resort to buying traffic through **paid search**. Google and Bing (and other international search engines) offer a range of **pay-per-click (PPC)** advertising solutions. The targeting is based primarily on **keyphrases used by searchers**, with text ads displayed at the top and bottom of the organic listings. Once your campaigns are set-up, you can see which keyphrases and ads resulted in a conversion, which is measured using tracking code added to a thank-you page (after a lead or a sale). This allows you to optimise your campaigns, by pausing the elements that do not work and spending more of your budget on the keyphrases and ads that do.

Google (and Bing) also offer other types of ads, including **Shopping ads and Dynamic Search Ads (DSAs)**, where the advertiser does not need to manually select the keyphrases that they want to be found for. The process is semi-automated so you are found for keyphrases that relate to the content on your product pages (via a product feed), or other content on your site. For ecommerce sites, Shopping Ads are often the most important drivers of traffic and sales. Consequently, in

Figure 15: The main elements of SEO



some sectors there are up to 40 images in the Shopping Ads carousel and no text ads at the top of Google. Since 2018, Google has also been pushing “**Smart ads**” and “**Smart campaigns**”, which are fully automated (using Machine Learning) and require little or no input from the advertiser.

## Google Display ads for acquisition

Google also offers ads on **YouTube** and **paid display ads**, which have a range of targeting options, including; contextual targeting (based on page content), placement on specific sites, audience demographics, interests, and remarketing audiences based on previous site visits and behaviour. The main advantage of **Google Display Network (GDN)** is you also pay on a cost per click (CPC) basis, with the CPC often being significantly lower than the search ads. Although the conversion rate is also lower, the overall cost per lead, can still be cheaper than search, for some sectors. Display ads appear to work particularly well for B2B businesses; where the CPCs are often much higher than business to consumer (B2C), or retail keyphrases.

Google Display Network is different from most other ad serving networks offering programmatic display ads that use real time bidding; where you normally pay when the ad is seen i.e. on a cost per 1000 impressions (CPM). Paying on a CPM basis does not necessarily result in an affordable cost per conversion, as this type of display advertising



can often have a lot of wastage and/or low conversion rates. This may be due to problems with the accuracy of the targeting; or more worryingly, due to ads being shown on fake sites, or ad fraud. Also, there is often a lack of transparency when buying through other networks, so these networks are not always as good value for money as GDN.

### Social media for new customer acquisition

The amount of traffic sent to websites from social media is very low with an average of 5%, in the Wolfgang Digital study (Figure 13). This does not correlate with the 20.8% (or £2.4bn) spent in 2017 on **paid social** advertising. The larger proportion spent on paid social is because many of the ad objectives (or types) are designed to get awareness or engagement with users whilst they are on the social platform, rather than driving them off the platform to the advertisers' site.

There are 11 different ad objectives currently available in Facebook and Instagram, (see Figure 16). However only three of these are designed to drive users to your site (i.e. Traffic, Conversion and Catalogue Sales). Most paid social platforms offer ad types that click through to your website, including LinkedIn, Twitter and YouTube (True View for Action).

An interesting development in paid social is the ability to create **lead generation**

**ads**, where the user completes a form and provides their details whilst they are still on the social platform. These are currently available on Facebook, Instagram and LinkedIn. They tend to have very high conversion rates (>10%) and can often be more cost effective than getting the user to convert on your own site.

This ad format is also useful for collection of client details addresses and **rebuilding email marketing lists**. Many companies removed recipients from their lists, following the introduction of GDPR in May 2018. This was when users had not opted-in or were not classed as having an "legitimate interest" in the company.

If you are targeting businesses; then you may also want to consider LinkedIn's "**Message ads**", which were previously called **InMail**. We have seen a cost-per-send of less than 50p and typical open rates of 60%. This is very cost effective, when compared to the expensive CPC's of >£4, for LinkedIn's sponsored content ads.

You may also want to try using paid social advertising in combination with other techniques:

- ➔ **Sequential marketing** – a series of ads sent to users that have previously engaged with your content on your business page or earlier ads. This can also be used in combination with retargeting audiences, or involve follow-up with email or telesales

Figure 16: Ad objectives available in Facebook at different stages of the sales funnel



- ➔ **Cross-channel remarketing or “Honey Pots”** – this is where you use a combination of low-cost audience-based advertising (such as paid social), followed later by Google remarketing, to show your search ads to previous visitors to your site, (when they are proactively searching for your products and services). The first stage is to use Facebook or other cost-effective ads, to attract a specific target audience back to content on your site, (such as a guide or whitepaper). When the user arrives on your site they are tagged with a cookie and automatically added to a remarketing list (in Analytics). Later, when they carry out a search in Google for your product or service, they will see your ad in a higher position in the search results, making them much more likely to convert.

## Email marketing

The traffic from email generated less than 5% of the traffic in the Wolfgang Digital study (Figure 13). Email marketing can still be a very cost-effective method of communicating to a warm or loyal customer base. There are many reasons for sending emails, but it is often used for **direct marketing**, to trigger an enquiry, lead or a sale (often by using a promotion or offer). The three main elements of email marketing are:

- ➔ **Creative** – ensuring you have a mobile friendly email design or template that you can reuse
- ➔ **Developing your list** – opt-in forms located around your site (not just on your home page). These now need to be GDPR compliant, so you will need to add the

necessary opt-in box and links to your privacy policy

- ➔ **Broadcasting** – having cost-effective software to schedule and send your emails; plus, reporting functionality, to see the performance of your campaigns.

The cost of using email broadcasting software is very cheap, with many businesses using cloud-based email services, such as MailChimp. MailChimp offer a free package, if you have less than 2,000 names on your list and you send less than 12,000 emails in a month.

## CRM and marketing automation

If you use **customer relationship management (CRM) or marketing automation software (MAS)**, then you may also be able to send emails for free. These integrated marketing and sales tools also offer workflows and more sophisticated automated email solutions.

One advantage of using a MAS package is that the data is collected for individual users, so, it is possible to view all interactions between the user and your business. This includes a record of the individual pages that they visited on your site and any interaction with your emails (and in some packages, your social media posts).

Certain interactions (such as visiting your pricing page), will indicate that a prospect is researching your business and that they may be a potential customer. Most MAS packages allow you to create a **Lead Score** based on these interactions, which allows you to spot “**hot prospects**” (with a high lead score), i.e. the users highly engaged with your content.



# A7: Actions





## A7: Actions

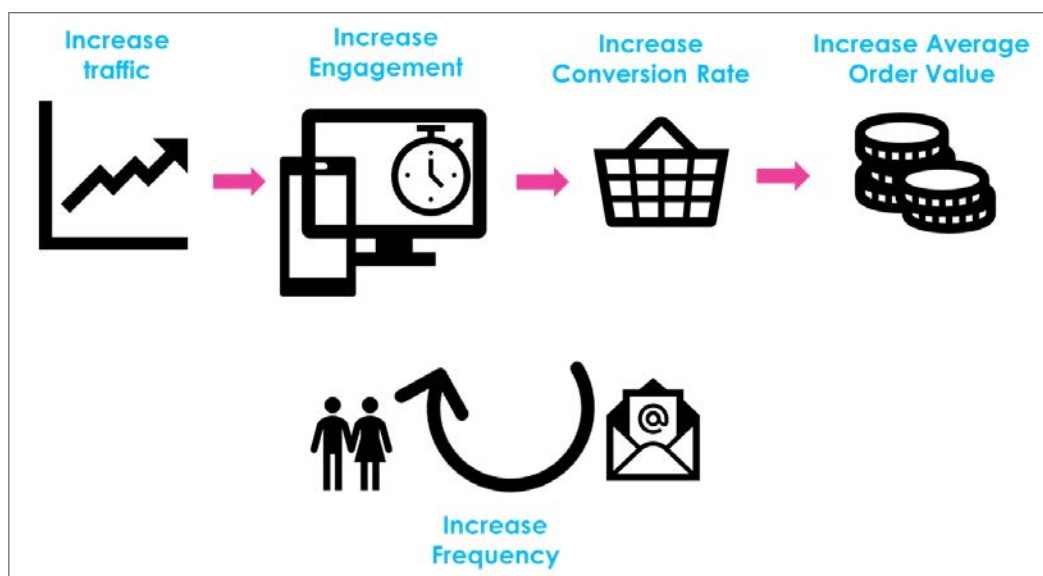
Increasing **Actions** on your website, i.e. the **level of engagement** and **conversion rate**, is one of the most effective ways of reducing the cost per conversion and achieving more revenue and profit for your business. More engaged users tend to make more **micro-conversions** on your site; such as watching a video, speaking to you via online chat, or downloading important information. They are then more likely to go on and make a **macro-conversion**, such as completing an enquiry form or purchasing a product. If you increase the overall actions on your site, by increasing the proportion of **micro-conversions and macro-conversions**; you will be less reliant on increasing the amount of traffic.

## Improving Actions and Conversion

Having Goals and ecommerce tracking, allows you to see the conversion rate of your site; segmented by source of traffic, device, location, user behaviour/characteristics and effectiveness of different elements of the site, (such as specific landing pages or products). Being able to measure the performance of these elements will help you to identify any areas of weakness and to make improvements.

In Figure 17, you can see some of the methods that you can use to increase the revenue generated from your website. In addition to increasing the traffic, you will want to **increase the engagement rate** (micro-conversions) and **conversion rate** (macro-conversions) on

Figure 17: Methods to increase sales on your site





your site. This is particularly important on the **mobile version** of your site, as many B2C sites will get significantly more traffic from mobile devices, even though the conversion rate will often be lower than visitors viewing your site on their desktops.

*Note:* even on B2B sites, which typically have lower levels of mobile traffic; it is still important that your mobile site works well (with a responsive design, fast, secure and SEO friendly). This is because Google now considers the content and performance of your mobile site to determine the ranking of your desktop site (i.e. **Mobile first indexing**).

You should also find ways of **increasing the average order value**. This can apply to a lead generation site but is more obvious in an ecommerce site. This might be achieved by marketing higher value products or by bundling products together. It can also be achieved by using **promotions** such as "buy 2 and get 1 free", or free delivery over a certain value.

The other important method for increasing the value of sales from your site, is to **increase the purchase frequency and life-time value**. There are many methods to get customers to buy more. This often includes the use of email marketing and remarketing (plus other techniques covered in section **A8: Attention**).

### **Conversion rate optimisation (CRO)**

**Conversion rate optimisation (CRO)** is the process of improving the performance of your site by a series of incremental changes to the design, content and functionality of a page (or element of your site, such as reducing the **shopping cart abandonment**, "**calls to action**", **user journeys**, or **user experience (UX)**). The new elements (or changes to the page), are only implemented on the live site, once they have been fully tested and shown to positively impact the performance of the site.

The CRO process usually starts with a full **diagnostic or "heuristic report"** to determine any areas of user drop-off, or parts of the site that impacts usability and conversions. You can then implement a systematic testing programme, which involves developing a "**CRO hypothesis**", outlining what changes

should be made to the site and the expected impact this would have on the performance on the site. This is then proved or disproved **using A:B landing page tests** on a proportion of your traffic. This is often carried out using software, such as; **Unbounce**, **VWO** (Visual Website Optimiser) or **Google Optimize**, which are designed to create and serve different versions of the test page as compared to the original.

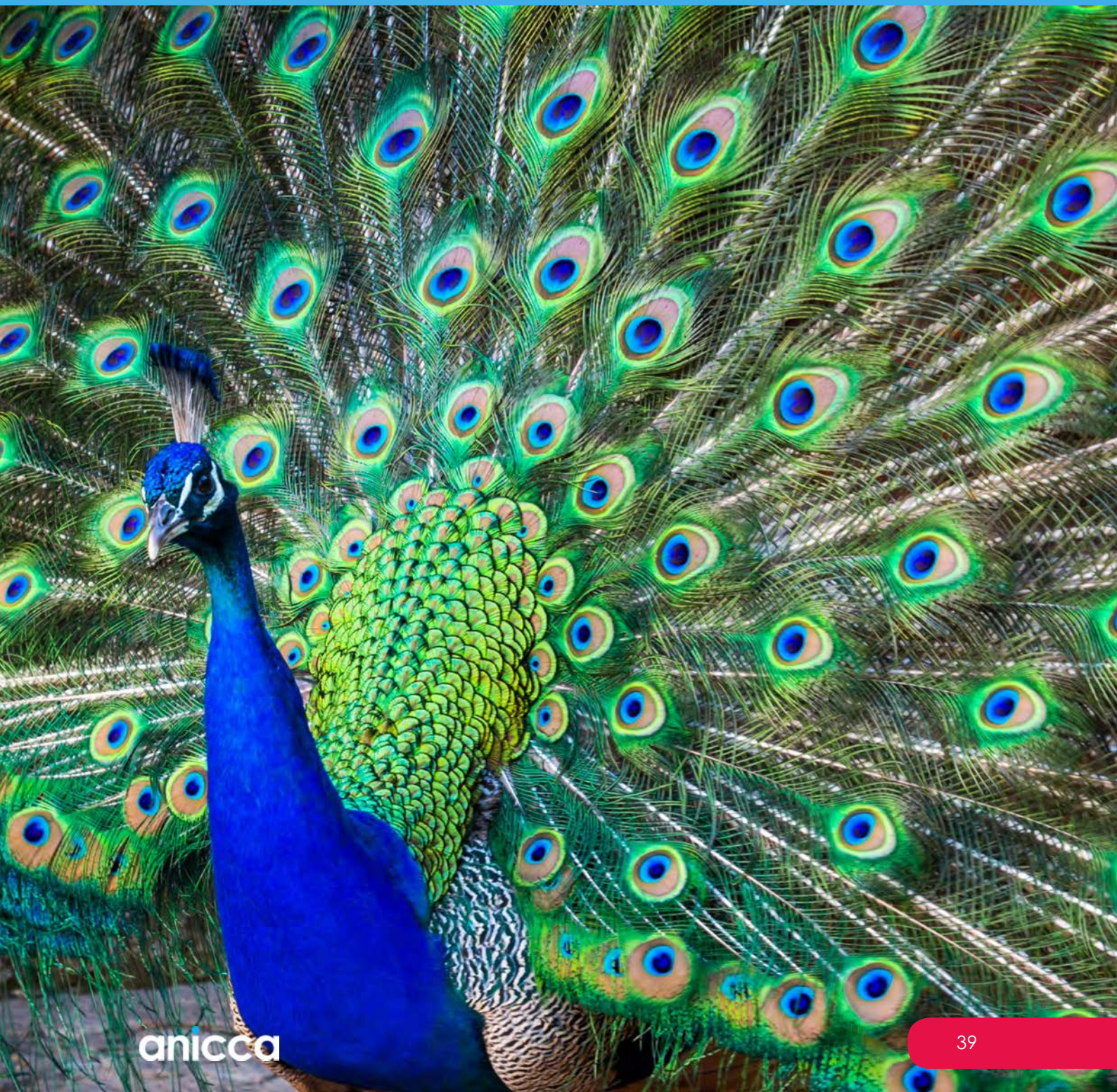
The successful outcomes from your testing can then be implemented to your live site, which should have a positive impact on the performance of your site as a whole.

## Off-site conversions

Some **macro-conversions will happen off-site**, e.g. over the phone or in-store. So, you may need to employ **call tracking technology** or other ways of monitoring sales that happen as a result of your digital marketing activities. This may involve importing sales details into Analytics or employing **in-store beacons** to track users and monitor sales. For lead generation sites, you may also want to import sales data into Analytics, e.g. from CRM packages like Salesforce, to understand which leads actually ended up as a sale.



# A8: Attention



## A8: Attention (and retention)

It makes good business sense to maximise customer retention and loyalty, through proactive customer service and providing an excellent customer experience and **attention**.

A report by the Harvard Business Review quotes various research that shows that it is 5 to 25 times more expensive to acquire a new customer as compared to retaining an existing customer (<https://hbr.org/2014/10/the-value-of-keeping-the-right-customers>).

Excellent customer service will increase retention of customers, avoiding defection to competitors; as well as encouraging repeat or cross-selling of other products and services. This is important because a customer satisfied with the quality of your service, is likely to have a much higher lifetime value and will contribute more profit to your business.

Techniques such as, **remarketing**, social, content, email marketing, outbound calls and sales visits etc; can be used to encourage retention and for **cross and up-selling**.

Staff may also need to use specific **CRM** or ecommerce technology, to aid in the retention process and to prevent defections. Customer databases (held within CRM software) can be used to retain a history of previous interactions with the business and details of all sales (which can help to calculate **life-time value**). This also allows staff from the business to communicate with clients with a **single-view of the customer**.

Email is often the channel of choice, for communicating with existing clients. However, paid channels, (such as Facebook, Twitter, LinkedIn and Google Ads), allow you to upload your own customer data, to create **custom audiences**. This allows you to specifically target existing customers, for example, as part of a new product launch, or part of a retention strategy, where ads are shown just prior to the contract renewal date.

You may already have a team responsible for customer relationships or retention, or you may need to involve customer services, marketing, sales, or a combination of these teams. They will need to work together, to develop **ongoing customer communications** to increase purchase frequency, prevent defection and increase customer lifetime value.

## Managing customer service online

Good (or well managed) customer service can often generate good publicity, reviews and brand reputation. Poorly managed (or the lack of management) of customer complaints and concerns, is much more likely to negatively impact brand reputation and future sales.

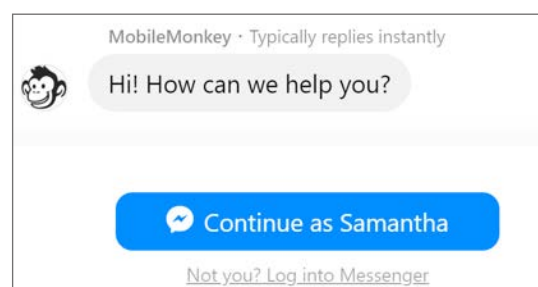
A dissatisfied customer will often resort to social media as their preferred route to air complaints and issues. This so called "naming and shaming" is designed to embarrass the brand, with the motive of trying get a quicker response. Customers may use a diverse range of channels to contact you; so, you will need to have staff, processes, training, systems and policies in place to deal with **customer service across multiple touchpoints**. Therefore, it is essential to use software like Hootsuite or TweetDeck, to listen to social media channels for mentions of your brand, and to proactively respond to queries (both good and bad).

### Using technology to help manage customer service

Helping existing or potential customers when they are on your site, is particularly important for ecommerce and sites offering software as a service (i.e. online software and tools). This can be aided by using an online chat feature (such as Zopim, Olark or Facebook Messenger); or chatbots (such as Messenger chatbot/ ManyChat, Mobile Monkey).

These are either manned by the customer service team; or in the case of chatbots, they use machine learning to answer a range of pre-loaded questions, until they need to pass over the query to a real person, (see Figure 18).

Figure 18: An automated Messenger Chatbot





# A9: Advocacy



## A9: Advocacy

Advocacy is where your customers or other supporters talk positively about your brand, encouraging their family, friends and colleagues to try your products and services, because they feel your brand is worthy of their **recommendation or referral**. This often happens naturally, via Earned media or third-party review platforms. However, you may need to incentivise referrals or develop specific programs to encourage customers, staff and other supporters to recommend you. For example, a "recommend a friend" programme, where both the referrer and friend get a gift or payment.

### Collecting and managing reviews

You will need to use your website, social media profiles and other owned assets to encourage client and customer advocacy, by developing a loyal community, **reviews**, recommendations and referrals. This may involve use of third-party tools such as Reviews.co.uk or adding functionality to your website to facilitate positive feedback, sharing of your content and referrals.

Requesting reviews from clients can be problematic, because there are so many different platforms where customers can leave reviews; for example; Google My Business Pages, Facebook, Amazon, companies own website, 3rd party review sites and sector-specific sites like TripAdvisor, Rated People etc. A good tactic is to ask for reviews on the sites with the lowest number of reviews; this way you can gradually build up a reasonable volume of reviews across multiple platforms. This will protect you if you receive

a bad review, as the average score will be diluted out by the good reviews. Whether you get a positive or negative review, you should always reply. You might need to use social listening tools to monitor mention of your brands in social media, in case users are airing their complaints on these platforms rather than via the channels you are able to monitor directly. You should also learn from any negative feedback or complaints, by making improvements to your product and/or service.

The importance of peer reviews and recommendations can be seen in the data below (Figure 19), taken from the Wolfgang Digital study (mentioned previously).

*Note:* many of the techniques used to encourage advocacy overlap with retention strategies; as customers will often become advocates when they are happy with your service or products.

### Influencer outreach

There are other paid methods to generate brand mentions or "advocacy", for example; by employing **influencers, celebrities, or thought leaders** to amplify your messages and brand. These techniques often work best when the influencers have a large visibility and fan-base on channels like Instagram or YouTube. You may need to go through their agent or a management team to negotiate with the celebrities and influencers with a large following. Alternatively, you can build up your own network of bloggers and micro-influencers, who have smaller but highly engaged communities, focused around a specific interest, topic or industry.

Figure 19: The power of peer reviews



# A10: Assessment



## A10: Assessment

It is important to assess the effectiveness of your marketing assets and activities, so you can maximise the returns from the channels that work, and/or pause or modify the activities that are less effective. You will also need to report against your KPIs and whether you are on target to achieve your objectives. You can set-up and schedule customisable dashboards in Google Analytics and most advertising or social media platforms, which you can share or email to your colleagues. Alternatively, you may need to create your own bespoke reports for each channel or provide a single report across all channels.

### Sources of data

Your website analytics are usually the core source of data for reporting traffic levels, conversions and revenue, that happen on your site. This should allow you to report against your KPIs and visualise the performance of each channel and specific campaigns. In addition to the standard reporting, **Google Analytics** can be customised to provide more sophisticated insights. If you are an enterprise or global brand, you may also want to consider the pros and cons of other paid Analytics

packages. You will also need to use the admin and reporting features within the main **advertising and social media platforms**; or you may want to use other free and paid tools designed to assess or optimise the performance of specific channels. We outlined examples of the tools we use at Anicca, in section **A4: Assets**.

### Integrating data across multiple channels or platforms

You may need to produce bespoke reports that integrate data from **multiple channels** or from your **own in-house systems** (such as your CRM or accounts/finance packages). You can test various paid reporting tools or consider the use of free tools, such as Google Data Studio or MSN Power BI. An example of a Data Studio dashboard is shown in Figure 20. This has various standard widgets that bring in data from a mix of channels and sources. Supermetrics offers a range of additional (paid) connectors for Data Studio, to bring in data from social media platforms and marketplaces; such as Amazon and eBay.

Figure 20: An example of a Google Data Studio dashboard



## Integrating data from different platforms

You may need to combine or import data from different platforms; for example, to determine the source of leads that eventually resulted in a sale, or to bring sales data into a CRM system to calculate lifetime value.

Some cross-platform integrations are available from specific suppliers (e.g. Salesforce or Hootsuite data imported into Google Ads). Alternatively, you may need to use an API, or connectors to link data across platforms (this requires a unique identifier, which is common to both). You can use an SQL database, or Google Sheets, to combine the data from the two platforms; and then visualise the combined data using Data Studio. You may also want to find ways of integrating sales data that happened away from your website (e.g. over the phone or in-store). This will allow you to determine if offline sales were by customers that had previously engaged with your site or marketing activities.

## Conversion Attribution

**Conversion attribution** methodology is used to try to determine which channels (or elements of a campaign) should get the credit for the sale (or lead). You can use Analytics, the ad platforms and specific attribution software (such as **Google Attribution**); to provide insight into the value of these elements across multiple channels and dimensions. Traditionally, ad channels like Google Ads have used **Last click attribution**, where the brand and more specific keyphrases tended to get the credit for the conversion (as these were the last search term used in the user journey before a conversion or a sale). However, the disadvantage of this attribution method is that the more generic phrases, used earlier in the customer journey, (or by new customers), would not get any credit for the conversions, and may be paused because they would appear to have little value. In Google Ads it's possible to change the attribution model to **data-driven attribution**, so that all the keyphrases in the journey would be taken into consideration and given a relative proportion of the conversion value.





## About Ann Stanley

Ann Stanley, Founder and Managing Director of Anicca Digital, has created the **A10 Marketing Framework** to develop digital marketing strategies on behalf of Anicca's clients.

Ann Stanley's career makes interesting reading. Ann came to the University of Leicester 40 years ago to study Biological Science. She spent the first half of her career as a scientist (including working in research roles at both Leicester and Oxford Universities) and the second half as marketer/business woman. These two worlds still overlap today; as Ann believes in using a scientific or experimental approach for developing marketing strategies and campaigns.

Ann started her career in online marketing in 2002, when she worked as business development director for MediaCo, one of the earliest search engine optimisation agencies. This is where Ann developed her approach of using a mix of consultancy and training as part of the business development process.

In 2004, Ann and her friend Alex Fowler created a property website to sell buy-to-let apartments. Ann left MediaCo to run this business full time, but the imminent property crash meant that the company folded at

the end of 2006. As a result, Ann and Alex founded Anicca in 2007, where they offered website development and search marketing. In 2015, Ann and Alex split the business into two, so Anicca Digital Ltd could focus on digital marketing. Since then, Ann has grown Anicca to become one of the leading digital agencies in the East Midlands.

Over more than a decade, Ann has been the managing director of Anicca. Her role has always been a mix of consultancy and training, but as MD she is also responsible for business development and working with the other three directors to run the company. Ann speaks regularly on search marketing, ecommerce and paid media at a range of conferences including SMX, PPC HeroConf, CIM and BrightonSEO etc. She was voted Leicestershire Business Woman of the year in 2016 and is listed in the Drum's top 50 in search. Ann has two post graduate qualifications (in marketing and management), she is a member of the CIM and recently graduated from the Goldman Sachs 10k small business programme for high growth business owners.

Ann is married with one daughter and two grandchildren. Her hobbies include Formula 1, rock music, cats and playing with the grandkids.

## About Anicca Digital

Anicca Digital was formed in 2007 by our founder and MD Ann Stanley. Anicca is a digital marketing agency based in Leicester. We have around 50 clients, including:

- ➔ **Global B2B brands** e.g. Experian, Domino Printing.
- ➔ **Ecommerce and retail** e.g. Deichmann Shoes, Charles Bentley, AA Labels.
- ➔ **Leicestershire based companies** e.g. Market Harborough Building Society, Pall-Ex, ESPO.

We work with our clients' in-house teams to help them maximise their digital marketing to increase their brand awareness, customer acquisition, conversion and customer retention.

We do this by providing the following services:

- ➔ **Strategy and Support** – Strategic consultancy projects (including implementing the A10 framework) and support for in-house teams (including training, conferences and events)
- ➔ **Technical** – Technical consultancy, short-term and ongoing projects. For example, to help clients to get their house in order (e.g. by setting up their tracking, analytics, technical SEO and reporting). This often

means bridging the gap between marketing and developers, and working across multiple platforms (and new technologies)

- ➔ **Owned media** – Getting clients' assets, content and ads ready and performing to help drive brand awareness and acquisition (SEO, creative, content marketing, CRM, emails)
- ➔ **Paid media** – Implementing cross-channel paid campaigns to maximise leads and sales – helping clients to implement their growth strategies
- ➔ **Earned media** – Using content and outreach to amplify client messages and build their brand awareness
- ➔ **Multi-channel** – Multi-channel, integrated projects; including online and offline channels

### Can we help you?

Anicca offers a range of auditing and consultancy services to help companies implement the A10 Framework. If you would like help with any aspect of your digital marketing, then contact us on [enquiries@anicca.co.uk](mailto:enquiries@anicca.co.uk) or call us on **0116 254 7224**.



10: Assessment

9: Advocacy

8: Attention/  
Retention

7: Actions

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