

ZO Agency

Your guide to
**Digital
Marketing**



What is digital marketing?

Digital Marketing is a marketing category and not a specific product or service. It is sometimes referred to as online marketing or internet marketing. Whatever name you choose, it all refers to advertising delivered through digital channels.

It sounds modern and cutting edge, but it's been around for decades. Digital Marketing is not internet specific and can be done both online and offline. In fact, a well-rounded digital marketing strategy involves both.

With Americans spending more than 11 hours a day on electronic devices, it is no surprise that there is marketing specifically dedicated to this audience.

Marketers need to build digital relationships and reputation before closing a sale.

— **Chris Brogan** Chief Executive Officer
of Owner Media Group



*Build a
strategy*

What is online marketing?

Online marketing uses the internet to advertise your company, products or services. We've listed the different areas of online marketing below. Lucky for you, you can learn more about these marketing channels in our other free online brochures:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Social Media Marketing (SMM)
- Pay-per-click Advertising (PPC)
- Affiliate Marketing
- Email Marketing



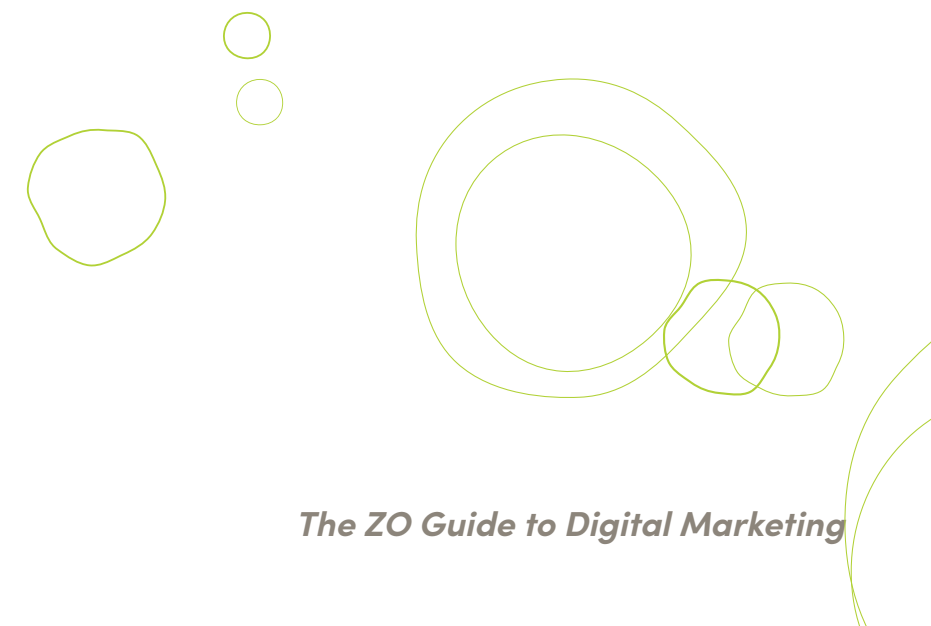
What is offline digital marketing?

The offline marketing piece of digital marketing covers all the electronic and digital devices that are not internet-based.

Enhanced Offline Marketing

Need a little elaboration? This form of marketing is entirely offline (i.e. not connected to the internet), but enhanced with electronic devices. Examples include tablets at your table in a restaurant, electronic billboards, and electronic devices showing product demos in stores or at tradeshows. You can learn more about offline digital marketing in our free brochures:

- Radio Marketing
- Television Marketing
- Phone Marketing



How do I start?

You'll want to create a digital marketing strategy. Here are a few places to start.

Set your goals.

You need to know what you are trying to achieve online. A strategy for gaining new customers is a lot different than one for building relationships with current customers. Be specific in your goals and use the appropriate resources.

Know your market share.

You need to research the online demand for your product or service, and determine where potential customers are looking for you. You want to focus your attention on the platforms your customers are using to maximize your efforts.

Know your customers.

For any marketing strategy you need to know who you are selling to. Identify your ideal customer. The best ways to identify your customers will vary business to business, but here are some starting points:

- Location
- Age
- Income
- Job Title
- Hobbies and Interests
- Needs and Challenges





Developing a plan of attack.

In an ideal world, you have the time and budget to go full steam ahead with a comprehensive digital marketing strategy that includes both online and offline marketing campaigns.

For a small business, marketing usually starts small and builds as you see a ROI (return on investment). The good news is that with the right strategy, you'll be building your brand and success from the start, no matter the scale.

There is a general plan of attack for your marketing. Start with your brand and branding, as this clarifies and defines your business. You need a great logo. You also need a brand guide to ensure your future marketing reflects your brand. Your website and web presence follow, with the who and what you are all about, and then the sky is the limit.

With those baselines set, you can expand into all the other digital marketing channels. Add Google Analytics to your website and track your performance. Use the data to implement SEO and rank higher in searches, then add PPC to target the keywords your customers are searching.

Every piece works together to build your brand and ensure a comprehensive marketing strategy.

Great! What are the next steps?

Make your move. You might be ready to handle marketing all on your own (and kudos to that). You might want to jump back to our website and read a little more about the different marketing services we offer—they're great reads. Or you might be thinking "Can I hire someone to do this for me?" Why, yes. Yes you can.

Every one of our team members is dedicated to being an expert in a specific marketing field. We use our hive mind to ensure that you get the best marketing strategy for your business.

You can sit back, relax, and let our experts do what they do best. We've got this.

Our jobs as marketers are to understand how the customer wants to buy and help them to do so.

*— **Bryan Eisenberg** author and professional marketing keynote speaker*

*Achieve
your goals*





Congrats~

You've just learned
a whole lot about
Digital Marketing!

Need more
expert guidance?

*We're here
for you!*



Stand out. Be seen.

zo.agency

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