

# INTRO TO DIGITAL MARKETING



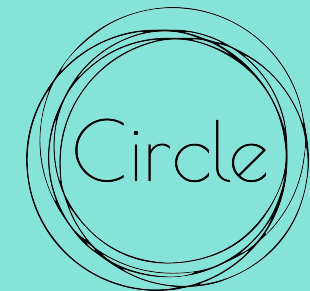


# HI, I'M LORA.



- B2B Marketing Manager
- General Assembly instructor
- Founder of Circle - a women's network

altius



# WHAT ARE WE DISCUSSING TODAY?

- Defining digital marketing
- What marketing looks like today
- Key digital marketing channels
- Content marketing
- The conversion funnel
- Resources
- Q&A



# DIGITAL MARKETING, DEFINED

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The process of **promoting** a product or service via **electronic media**.

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develop a  
demand based  
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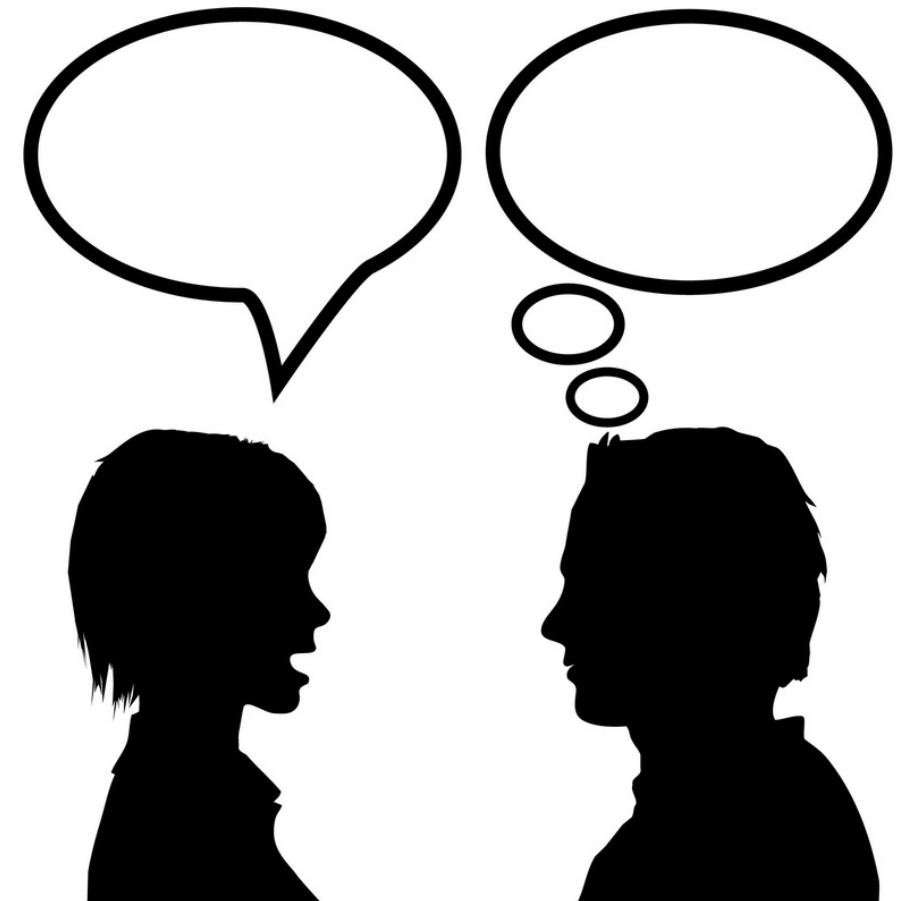
# DIGITAL MARKETING, DEFINED

The process of **promoting** a product or service via **electronic media**.

develop a  
demand based  
on a **need**

aims to  
trigger an  
**emotion**

# **WHAT'S DIFFERENT ABOUT MARKETING IN 2020?**





It's all about  
the data.



**Social is  
evolving.**





**It's inexpensive to begin.**



Search & social  
are increasingly  
favouring **paid**  
**users.**





I want **WHAT** I want to appear  
the **MOMENT** I want it on the **VERY**  
Spot on which I **FIRST** wanted it!!

©Get Milked



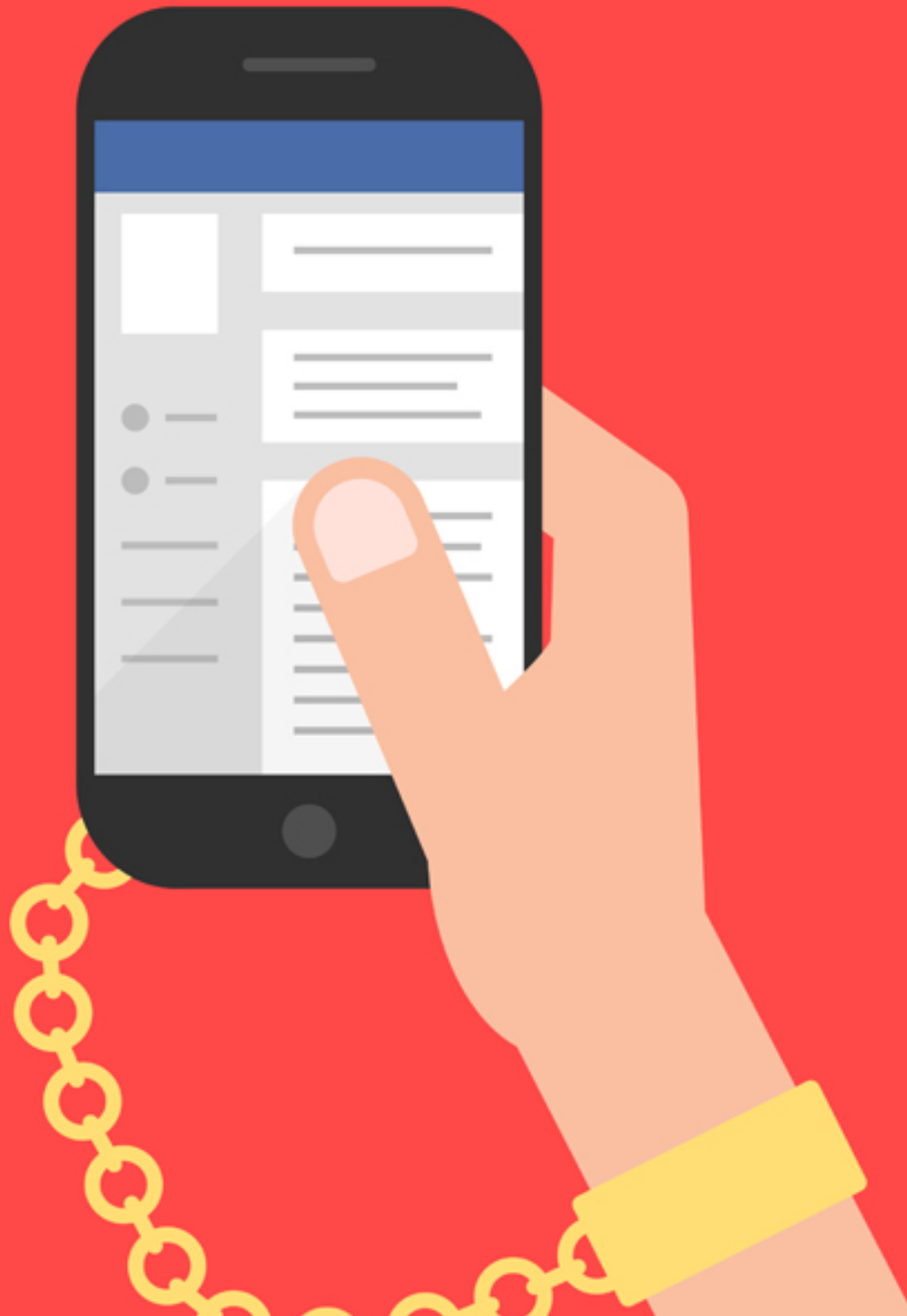
**NEW DIRECTIONS IN  
INSTANT GRATIFICATION**

[www.getmilked.com](http://www.getmilked.com)

**We want  
everything  
NOW.**

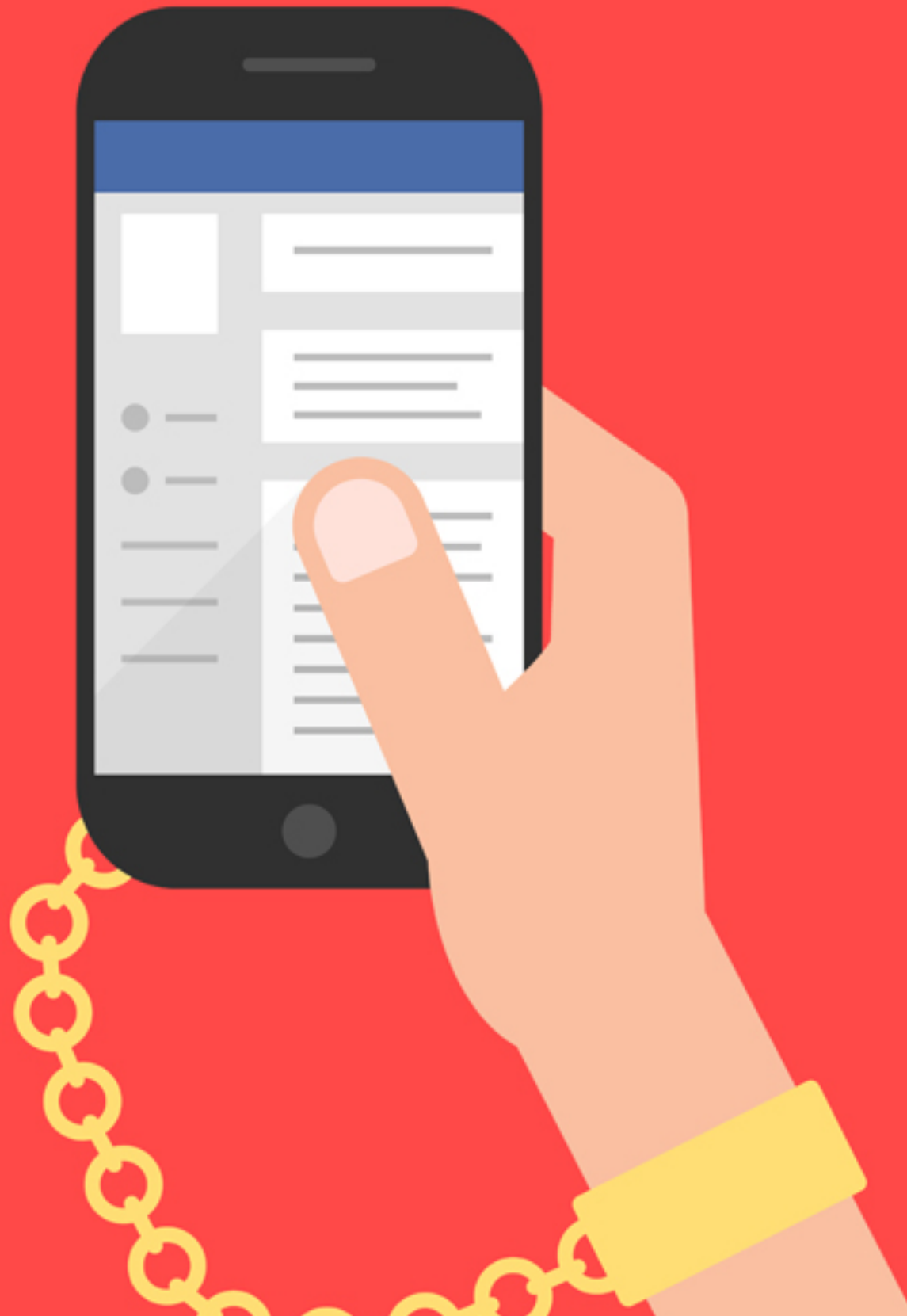


There's a  
thing called  
**nomophobia.**



There's a  
thing called  
**nomophobia.**

(The fear of being  
without your  
smartphone).



# KEY MARKETING CHANNELS

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- Search engine marketing
- Social media
- Website / app

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# SO MANY SCREENS!



# SO MANY EXPERIENCES!

# FUN FACT: MOBILE

85% of mobile advertisers think they're providing a positive experience; only 47% of users agree.  
(Unlockd)



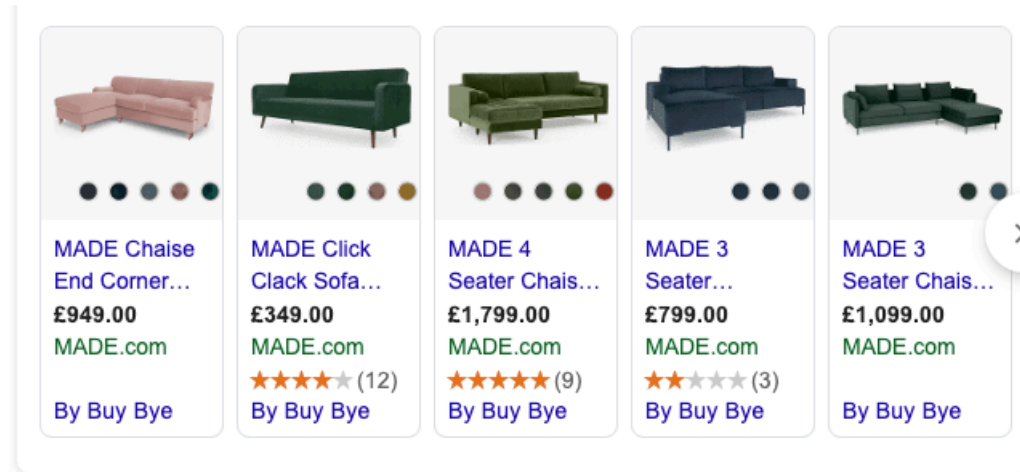
# KEY MARKETING CHANNELS

- Search engine marketing
- Social media
- Website / app

**Paid search**

**Organic (SEO)**

# Paid search



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£949.00  
MADE.com  
By Buy Bye

MADE Click Clack Sofa...  
£349.00  
MADE.com  
★★★★★ (12)  
By Buy Bye

MADE 4 Seater Chais...  
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# Organic (SEO)




# Paid search




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# Organic (SEO)

## Fabric Sofas That Are Perfect For Your Home | DFS

<https://www.dfs.co.uk/fabric-sofas/all-fabric-sofas> ▼

View our full range of DFS fabric sofas in a huge variety of styles & colours. Get 4 years' interest free credit with no deposit when you shop online now.

[Fabric Sofa Beds](#) · [Fabric Corner Sofas](#) · [Fabric Recliners](#) · [Fabric Chairs](#)

## Sofas - Handmade To Order, As You Imagined | Sofa.com

<https://www.sofa.com/> ▼

For ridiculously good value, high quality sofas, chairs & beds in glorious fabrics, visit sofa.com. Hop on over to create your perfect sofa or bed today.

## Sofas | Leather & Fabric Sofas | Harveys Furniture

<https://www.harveysfurniture.co.uk/sofas> ▼

Whether you're looking for fabric or leather, you'll find a style to suit you in the Harveys Furniture range.

[Fabric & Leather Sofa Bed](#) · [Leather Sofas](#) · [Corner Sofas](#) · [Fabric Sofas](#)

## Fabric Sofas | Corner and Sofabeds | Sofology

<https://www.sofology.co.uk/fabric-sofas> ▼

From deep pile Italian velvets to the softest chenilles, each fabric sofa is hand finished by craftsmen to create a range of exclusive sofas you won't find anywhere ...

## Designer Sofas | MADE.com

<https://www.made.com/sofas&armchairs/sofas> ▼

Looking for a high quality sofa but don't want to break the bank? Discover our fantastic range of design sofas super comfy and affordable. Pay in 3 available.

## Sofas - Settees, Couches & more - IKEA

<https://www.ikea.com/home/products/furniture> ▼

Taking time to just sit back and relax – it's sometimes easier said than done. That's why we make soft, cosy sofas and armchairs you can sink into. So when you ...

## Sofas – Full Collection - Furniture Village

<https://www.furniturevillage.co.uk/sofas&armchairs> ▼

Complete your living room with a stylish sofa finished in premium leather or luxury fabric, for exceptional comfort. Shop the collection at Furniture Village.

# KEY MARKETING CHANNELS

- Search engine marketing
- Social media
- Website / app



# CONTENT MARKETING

# CONTENT MARKETING

A type of marketing that involves the creation and sharing of online material that does not explicitly promote a brand but is intended to stimulate interest in its products or services.



# CONTENT MARKETING VS. TRADITIONAL MARKETING

## INBOUND MARKETING:

- 2 way communication
- Customers come from search and social
- Marketers exchange value



**Content Marketing**  
sells the idea of a product

## OUTBOUND MARKETING:

- 1 way communication
- Customers come from broadcast channels
- Marketers exchange little or no value



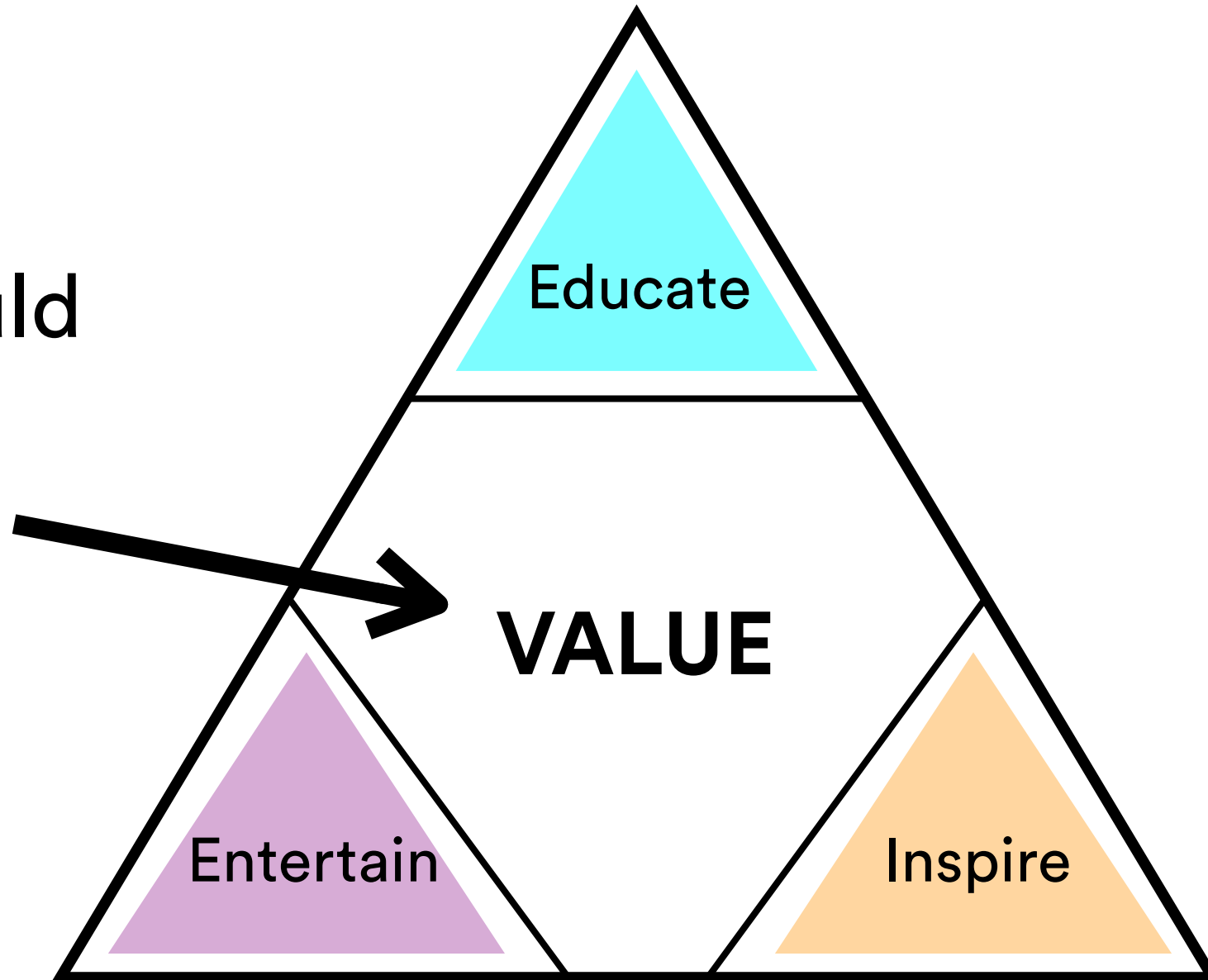
**Traditional Marketing**  
aims to sell a product

# CONTENT MARKETING

Content is anything that **adds value**  
to your audience.

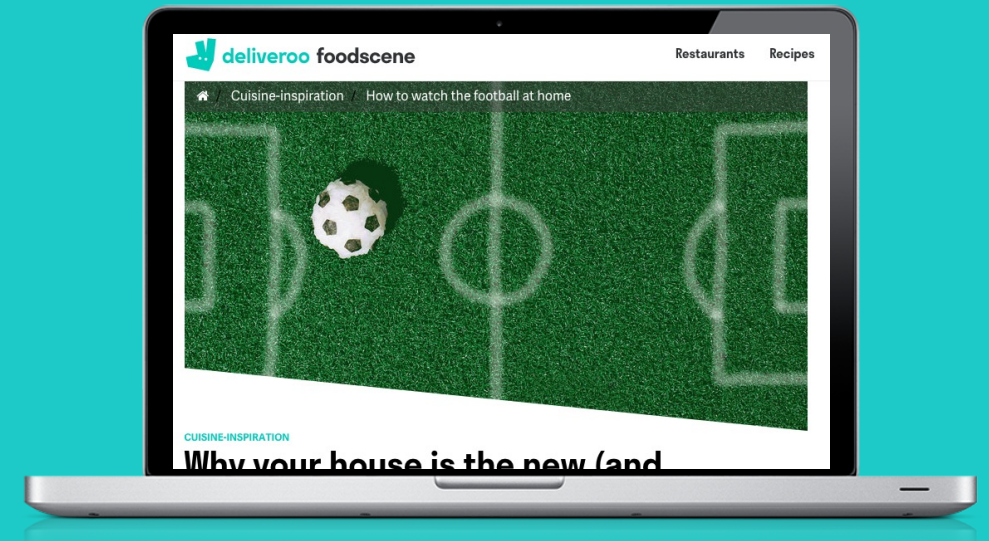
# THE TRIANGLE OF INFLUENCE

THIS should  
be your  
aim when  
creating  
content.



# FUN FACT: CONTENT

Content marketing costs 62% less than traditional marketing and generates about 3x as many leads.  
(Demand Metric)



**WHAT'S THE CHEAPEST, HIGHEST  
QUALITY FORM OF MARKETING?**

# WHAT'S THE CHEAPEST, HIGHEST QUALITY FORM OF MARKETING?



# THE CONVERSION FUNNEL



# THE CONVERSION FUNNEL



**AWARENESS**

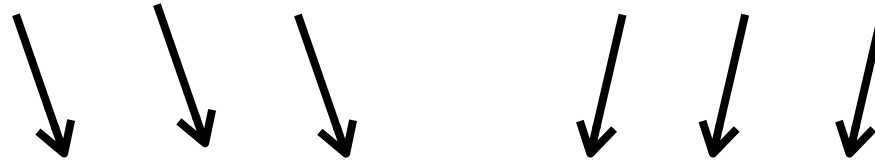
**CONVERSION**

**REFERRAL**

# THE CONVERSION FUNNEL IS NOT LINEAR



# THE CONVERSION FUNNEL



**AWARENESS**

Just heard of / learning  
about company

**CONVERSION**

Makes a purchase

**REFERRAL**

Becomes an advocate

# THE CONVERSION FUNNEL

Note: you'll use different types of marketing for each part of the funnel.  
Each section needs its own strategy!

# WHAT'S NEXT?

- **Suggested resources:**  
Digiday, HubSpot, Marketing Land,  
Seth Godin, Neil Patel
- **Learning at General Assembly**
  - one-off workshops
  - GA part-time 10-week course
  - GA 1-week accelerated course

# FINAL KEY POINTS...

- The best marketing doesn't **look** or **feel** like marketing
- The more **relevant** & **personal**, the better
- Have **patience**! Great marketing takes time
- Digital marketing has **changed the game** for business owners!

# THANK YOU! QUESTIONS?



**Let's connect!**

▸ LinkedIn: Lora Schellenberg