



7 Simple Steps to Digital Marketing

Do-It-Yourself Guide to building a digital presence

Contents

INTRODUCTION 2

TARGET AUDIENCE FOR THIS GUIDE 2

DETAILED STEPS..... 2

Step 1: Define your customer & identify your digital marketing goals..... 2

Step 2: Invest in a Quality Website 3

Step 3: Get Started with Pay per Click..... 3

Step 4: Look Into a Social Media Marketing Strategy..... 4

Step 5: Add Display Ads 6

Step 6: Work on Search Engine Optimization..... 6

Step 7: Manage Your Online Reputation..... 7

CONCLUSION 7

WADHWANI ADVANTAGE DIGITAL STRATEGY SELF-DIAGNOSTIC TOOL 7

CHECKLIST..... 8

IMPORTANT LINKS..... 9

About the author

This DIY Guide has been created by Gaurav Kumar Choudhary. Gaurav is a Sr. Transformation Manager with the Wadhvani Advantage initiative at Wadhvani Foundation.

Please reach out to Gaurav if you have any queries regarding this guide at gaurav.kumar@wfglobal.org



INTRODUCTION

The days of cold calling, knocking on doors, and using traditional advertising are over. The average person spends at least 5 hours per day online. This simple fact is reason enough why you need DIGITAL MARKETING to be in place. A digital marketing strategy includes an integrated plan of how your business will use your website, social media, search engines, emails, and content to promote your business.

TARGET AUDIENCE FOR THIS GUIDE

This guide is relevant for all companies, irrespective of whether they are in the B2B or the B2C space. More than ever before, firms as well as individuals are relying on the internet for searching, evaluating, deciding and purchasing good and services. Digital Marketing is playing a key role in this process

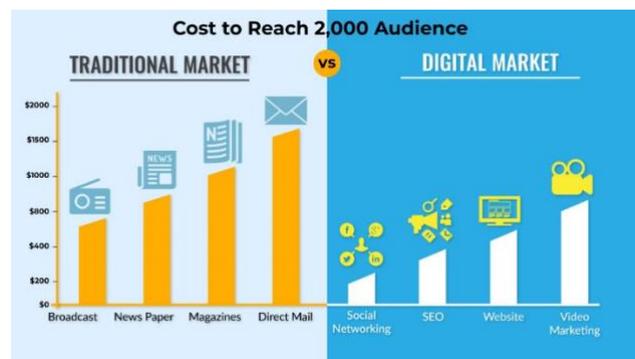
DETAILED STEPS

Step 1: Define your customer & identify your digital marketing goals

1. Define Customer Persona: Buyer personas are a must for any business. Knowing your customers is the foundation of building lasting customer relationships, just like getting to know a co-worker or a friend better. Use online tools like: [MakeMyPersona](#) and [Persona Creator](#).
2. Identify Digital Marketing Goals: Without goals, the strategy simply will not work, so defining them is your main task. To make sure that the goals you developed are SMART (Specific, Measurable, Attainable, Relevant, and Time Bound) e.g.: Increase the conversions on the website by 20 percent in the 2nd quarter of 2020, and launch a promotional offer in July - 15% discount on all products. To know more about Goals and how to create them, read: [Goals](#)



3. Identify resources (Internal or External) to carry out your digital marketing plan and start implementing.



Step 2: Invest in a Quality Website

Your website is one of the most important elements of your digital marketing. This is the place where most of your advertising will lead your potential customers.

People visit websites because they serve a purpose:

- **Information Searches** – Looking for an answer to a question, researching a product / service / nonprofit.
- **Purchase Intent** – Comparison shopping, ratings, and reviews.
- **Knowledge Gaps** – Learn a new skill, or how to use a specific function in a tool like Microsoft Word or Excel.

Understand what purpose your website serves to visitors and use that as the central point for developing your marketing goals.

Suggestion:

1. Build a website that provides all the information your customer is looking for. You could try your hand at building your website using a pre-built template or engage a website developer. (Download the Wadhvani Advantage App to connect with website developers and digital marketing experts in your region. Link in Important Links section below)
2. Make sure the website is SEO ready and website content have keywords to attract customers.
3. Focus on user experience is incredibly important.
4. You will want to make sure that all of your [calls-to-actions](#) are easily seen and easy to understand,
5. Your contact information is on every page, and your website content is easy to read.
6. You'll also want to consider which devices your customer is using to look at your website. Roughly 60%



of online searches are now conducted on a smartphone instead of a desktop computer, so it is vital that your website is mobile responsive. Having a [mobile responsive website](#) means that your website can fit into any size browser without being distorted. Thus, creating a great user experience. [Watch Video](#)

7. Make sure your website provide multiple avenues for customers to get in touch with you.

Budget:

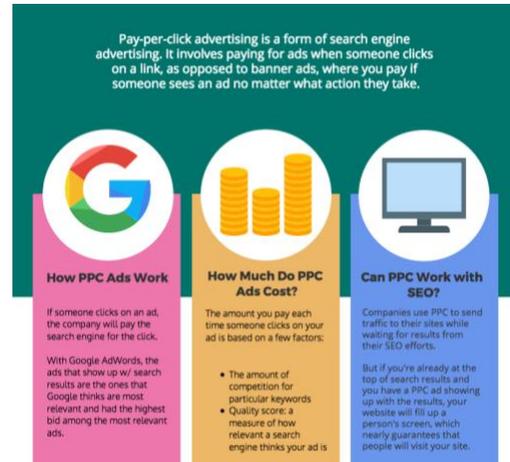
A simple website of 5-8 page with static content will cost you around INR 10,000 if you get a website developer to build for you. In case you would like to try your hand at it yourself, try using a pre-built platform. The advantage of using a pre-built platform like GoDaddy, Wordpress and Wix is that they offer you readymade templates - designed according to the kind of business you operate. These are fairly simple to create and you can be up and running in no time. If you would like to enable online shopping for your customers [WooCommerce](#), [Magento](#), [Shopify](#), [Zepo](#) and [KartRocket](#) are some of the favored options.

Step 3: Get Started with Pay per Click

Now that your website is ready, for users no matter where they are searching, it's time to drive people to it. One of the quickest and easiest ways to drive people to your website is by utilizing pay per click advertising.

Commonly known as PPC or SEM, these ads usually appear at the top and bottom of the search engine results pages on Google, Yahoo, Bing, and other top search engines. PPC is a great way for your business to dive into

digital marketing because it's one of the only forms of advertising that can instantly get your website in front of searchers looking for your products and services. Closely monitor the keywords that are driving customers to your website so you can adjust your ads and allocate to your budget to the right keywords. Google Adwords is the most popular one. You can start it here: https://ads.google.com/intl/en_in/home/



Suggestion:

PPC may require some level of digital marketing understanding to be implemented effectively, as its going to cost you per click so you may want only focused customer to click and reach to your website. In case you have exposure to google AdWords etc. you can do it by yourself else it's suggested to engage a digital marketing expert. Search through the multiple digital marketing experts in our Wadhvani Advantage mobile app.

Step 4: Look Into a Social Media Marketing Strategy

The other organic strategy to focus on is a strong social media presence across multiple platforms. Social media is an integral part of society, with people spending up to 50 minutes a day on Facebook alone. Setting up and managing business pages on Facebook, Twitter, LinkedIn YouTube, and more can help you connect with your customers and prospects, drive additional users to your website, and even capture leads if you employ paid advertising strategies like Lead Ads on Facebook.

The Five Core Pillars of Social Media Marketing:



Building social presence and engagement is a unique opportunity to:

- build brand awareness
- boost your web traffic
- acquire new customers
- increase conversions from social media channels
- reach different audiences
- establish your company as an industry leader



Your social media presence should include:

- regularly updating different social media channels
- building and engaging online communities around your brand

- monitoring your activities and adjusting your strategy accordingly

How to grow a social media following:

- Choose the right social platform
- Analyze your competitors
- Complete your profiles (yes, your personal ones too)
- Be consistent with your brand
- Share awesome content
- Connect with industry thought leaders and influencers
- Use hashtags
- Utilize paid advertising and sponsored posts
- Engage with your audience



Suggestion:

1. Initial setup can be done by yourself. Identify top 5 social media platform where you are more likely to find your target customers. While you may want to have your social media page in **Facebook, LinkedIn, Instagram** and **Twitter** as these are most popular ones. Create your page or handle with uniform message across the platform in terms of product/services you offer. Add business photo, address, company website, email address and content related to your product/services where ever needed.
2. Once you have pages ready you need to invite your friends, customers, people in you network to subscribe or like your page.
3. Be active - When you commit once to your social media presence strategy, you have to stick to it. Inactive social media accounts look sloppy and unprofessional. If you want to have a successful social media presence, you have to show up every day with fresh, interesting content. Work on your [content creation](#) and posting strategy. All platform are different and have focus for different content, you need identify the same and come up with platform wise content creation and posting strategy. [Best time to post on different platform](#).
4. You need to measure the content engagement and take corrective action to create more and more engaging content. The most common Content Engagement triggers are Likes, re-tweets, shares, and pins. Social media platforms are optimized for quick and easy engagements, but it's important to weigh a share or comment higher than a like. At this stage you may want to employ and expert.
5. You can plan to run campaigns and promotions (paid/non-paid) time and again to attract more customers of leads. A promotional plan is a valuable marketing tool when it comes to launching a new service or product or expanding your market reach into new verticals or demographics. When planning a promotional campaign, keep in mind that a successful campaign achieves all of the following desired outcomes and goals:
 - a. Your promotional message reaches your intended and targeted audience.
 - b. Your audience understands your message.
 - c. Your message stimulates the recipients, and they take action.
6. Post Boost – Boost your engaging post to attract more customers to your website. [Facebook, Insta, Twitter boost post, LinkedIn](#),
7. Make sure you have clearly defined objective behind every post – Call for action, or informative etc.

8. Invest into building a strong social media network.

Step 5: Add Display Ads

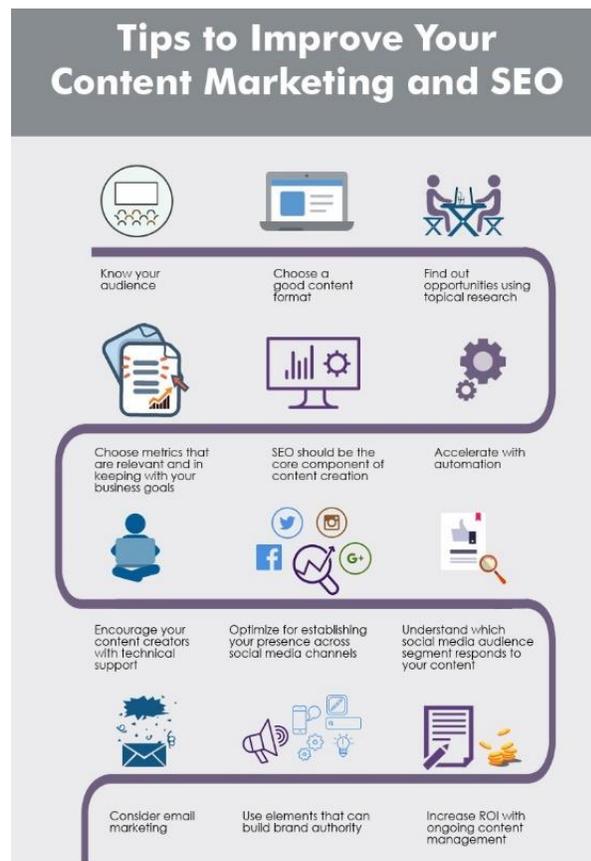
PPC isn't the only way to reach potential customers online. People may visit your website while they are still in the research phase of their buying process and leave your website without making a purchase or a phone call. It is important to stay top-of-mind for those people while they are still making their purchasing decision. This is where retargeting ads come into play. These ads work by placing a tracking pixel on a customer's browser after they visit your website. While they are surfing the web, these display ads will show up in their browser reminding them of your business and the products or services you offer. Retargeting ads don't quite get the same amount of clicks that PPC ads do, but studies have shown that site visitors who are retargeted with display ads are 70% more likely to return and convert on your website than visitors who aren't retargeted. You can also use mobile display advertising tactics like geofencing to target users when they're near your business.

Suggestion:

You definitely need an expert to do this. This is effective way to be connected to potential customer and improve your top of the mind recall. You may want to do this once you have basis digital presence like website, social media presence etc.

Step 6: Work on Search Engine Optimization

The first organic strategy you'll want to get started with is SEO, which stands for search engine optimization.



Having quality [SEO](#) for your website will help you achieve more shelf space in the organic listings of the search engine results page. SEO differs from PPC and display in the sense that it can take a while for you to start seeing the fruits of your labor. But, investing in an SEO strategy can yield a number of benefits for your business and should be a key aspect of any digital marketing plan.

SEO Optimization

Search engine optimization (SEO) marketing strategy is the way of the world currently and will continue to rule the future of smart marketing.

Grabbing the attention of potential online customers is paramount for the success of your ecommerce business. This is where SEO strategies come in. SEO helps put you on the search engine map. And with 44 percent of online shoppers beginning their search with a search engine, you need to be on their radar.

Picking the right keywords

According to reports, about 700,000 Google searches are performed in the span of one minute. To make sure that you show up in these searches, you need to come

up with a targeted keyword list. There are different kinds of keywords that you need to use to make your online business show up in the search engines. One kind are the keywords that are between 0-26 characters, usually called 'head terms'. The other, are those that are between 26-40 characters, which are usually more specific.

Tools like Google Keyword Planner, Google AutoSuggest, Keywordtool.io, Keyword Dominator and SEMrush will help you track down on keywords that will help your content show up the most on search engine platforms.

Suggestion:

You definitely need an expert to do this. This may take time but provides credibility to your website and increases your visibility for organic search result. In case you want to start basis SEO by yourself you need to have basic understanding and IT acumen. You can refer to several online knowledge literature to [know more](#).

Step 7: Manage Your Online Reputation

Once you've established a solid paid and organic presence online, more people may be searching for your business directly. When this happens, review sites often pop up, which means managing your online reputation is important. In fact, 90% of people say online reviews influence their purchasing decisions, and 56% of consumers say they rely on search engines to help them find reviews about businesses.

- **Analyze Your Reputation** - Monitor mentions of your brand, industry or competition across online media, news and social platforms for a 360 degree view of the conversations important to you.
- **Measure Marketing Impact** - Measure the impact of your marketing campaigns by analyzing online and social media data. Benchmark your success against the performance of your competitors for an apples to apples comparison of your brand equity.
- **Improve Your Brand Image** - Consolidate your social media profiles to identify unhappy customers and turn them into brand advocates with targeted customer service outreach. Take a hands-on approach to improving your brand image with tailored social media management tools.
- If you don't actively monitor and improve your online reputation, you're missing out on a huge opportunity to grow your brand, earn social proof, and drive new business.

CONCLUSION

The goal of a comprehensive digital marketing strategy is to be present wherever people are spending time online – including search engines, social sites, and review pages. Running a full digital marketing plan can seem like a lot of work – because it is – so you may consider looking for a digital marketing company to help you run these campaigns while you're running your business. Look for a reputable company to guide you to digital marketing success. But hopefully, adopting some of the above DIY steps should take you well along the way of leveraging digital platforms to significantly improve your brand awareness and generate leads.

WADHWANI ADVANTAGE DIGITAL STRATEGY SELF-DIAGNOSTIC TOOL

Check your digital marketing maturity: [Digital Strategy \(Self Diagnostic Tool\)](#). ***It's suggested to check your current score and score after implementation of above steps on regular interval to understand where your company stand in terms of Digital Strategy.***

CHECKLIST

Please find below the checklist that you could use to keep tabs on the progress make with the initiative. It helps to ensure consistency and completeness in carrying out the task.

SL. NO	STEP	APPROX. DURATION	STATUS
1.	DEFINE YOUR CUSTOMER PERSONA	1 DAY	
2.	DEFINE YOUR DIGITAL STRATEGY - WEBSITE, SOCIAL MEDIA	2 DAYS	
3.	DEVELOP/GET AN EXPERT TO DEVELOP A WEBSITE. WEBSITE SHOULD <ul style="list-style-type: none"> - SHOWCASE YOUR VISION, PRODUCTS AND SERVICES. - BE USER-FRIENDLY, RESPONSIVE, DEVICE INDEPENDENT. - HAVE GRAPHICALLY APPEALING AND APT CONTENT. - HAVE CALL FOR ACTION, CONTACT INFO & SOCIAL MEDIA LINKS. 	7 DAYS	
4.	GET STARTED WITH PAY PER CLICK <ul style="list-style-type: none"> - HAVE A GOOGLE ADWORDS ACCOUNT - CREATE YOUR SEARCH ADS - TARGET RIGHT AUDIENCE – IDENTIFY KEYWORDS - SET YOUR BUDGET - ADD PAYMENT METHOD - ACTIVATE THE ADD MONITOR CUSTOMER ACTION AND AD PERFORMANCE ON WEEKLY BASIS.	2 DAYS, (ONGOING IMPROVEMENT)	
5.	SOCIAL MEDIA <ul style="list-style-type: none"> - CREATE SOCIAL MEDIA PAGE/HANDLE (AT LEAST 3 OF FOLLOWING FACEBOOK, LINKEDIN, TWITTER, YOUTUBE, INSTAGRAM, PINTEREST ETC.) - INVITE YOUR FRIENDS, CUSTOMERS, AND PEOPLE IN YOU NETWORK TO SUBSCRIBE OR LIKE YOUR SOCIAL MEDIA PAGE. - IDENTIFY BEST CONTENT AND TIME TO BEST SUITE YOUR TARGET AUDIENCE ON DIFFERENT SOCIAL MEDIA. - CREATE ENGAGING CONTENT AT LEAST 2 PER WEEK FOR EACH SOCIAL MEDIA AND POST IT. - BOOST YOUR POST TO GET MORE PEOPLE TO YOUR WEBSITE, GET LEADS ETC. - MEASURE POST ENGAGEMENT. 	2 DAYS (ONGOING CONTENT POSTING AND ENGAGEMENT)	
6.	ADD DISPLAY ADS <ul style="list-style-type: none"> - PLACE TRACKING PIXEL ON A CUSTOMER’S BROWSER – SUGGESTED TO BE DONE BY EXPERT DEVELOPER. - ENSURE YOUR ADS ARE DISPLAYED TO THE CUSTOMER TO INCREASE THEIR TOP OF MIND RECALL. 	2 DAYS (EXPERT NEEDED)	
7.	HAVE YOU DONE SEARCH ENGINE OPTIMIZATION FOR YOUR WEBSITE (PAID/SELF)	3 DAYS TO SETUP (ONGOING PROCESS)	
8.	ARE YOU MANAGING YOUR ONLINE REPUTATION- <ul style="list-style-type: none"> - IDENTIFY MECHANISM TO TRACK COMMENTS AND REVIEWS AND TAKE CORRECTIVE ACTION FOR EVERY SOCIAL MEDIA PAGE. - TRACK REVIEWS ON GOOGLE FOR YOUR WEBSITE AND ENSURE YOU RESPOND TO EACH ONE OF THEM. 	1 DAYS TO IDENTIFY MECHANISM (ONGOING)	

IMPORTANT LINKS

These are the important links/resources that have been referenced in this documents:

- Define Customer Persona: [MakeMyPersona](#) and [Persona Creator](#).
 - Create SMART Digital Marketing goals: [Goals](#)
 - Create Call-To-Action for a website: [calls-to-action](#)
 - Mobile Responsive Websites: [mobile responsive website](#), [Watch Video](#)
 - Create website with Pre-built website platforms: [GoDaddy](#), [Wordpress](#), [Wix](#)
 - Build e-commerce websites: [WooCommerce](#), [Magento](#), [Shopify](#), [Zepo](#) and [KartRocket](#)
 - Start using PPC (Pay-Per-Click): https://ads.google.com/intl/en_in/home/
 - Content Creation Strategy for Social Media: [content creation](#)
 - Social Media posting strategy: [Best time to post on different platform](#)
 - Promote and Boost your posts on Social Media: [Facebook](#), [Insta](#), [Twitter boost post](#), [LinkedIn](#),
 - Guide to starting SEO (Search Engine Optimisation) for your website : [SEO](#), [know more](#).
 - Wadhvani Advantage Digital Strategy Self Diagnostic Tool: [Digital Strategy \(Self Diagnostic Tool\)](#).
- Download the Wadhvani Advantage App to connect to service providers including digital marketing experts, website developers and more.



We wish you all the very best in implementing this quick impact initiative. Should you need any help, please contact us at takeadvantage@wfglobal.org