IO3 – S9

MARKETING STRATEGY

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself"

Peter Drucker

JOINT VENTURE

THE PURPOSE

Much more important than you think

People — Partners / Suppliers / Investors

Social — Impact / Values / Sustainability / Inclusion

Message — Marketing / Internal/External Comms

Sales — Customer / Customer / Customer

JOINT VENTURE
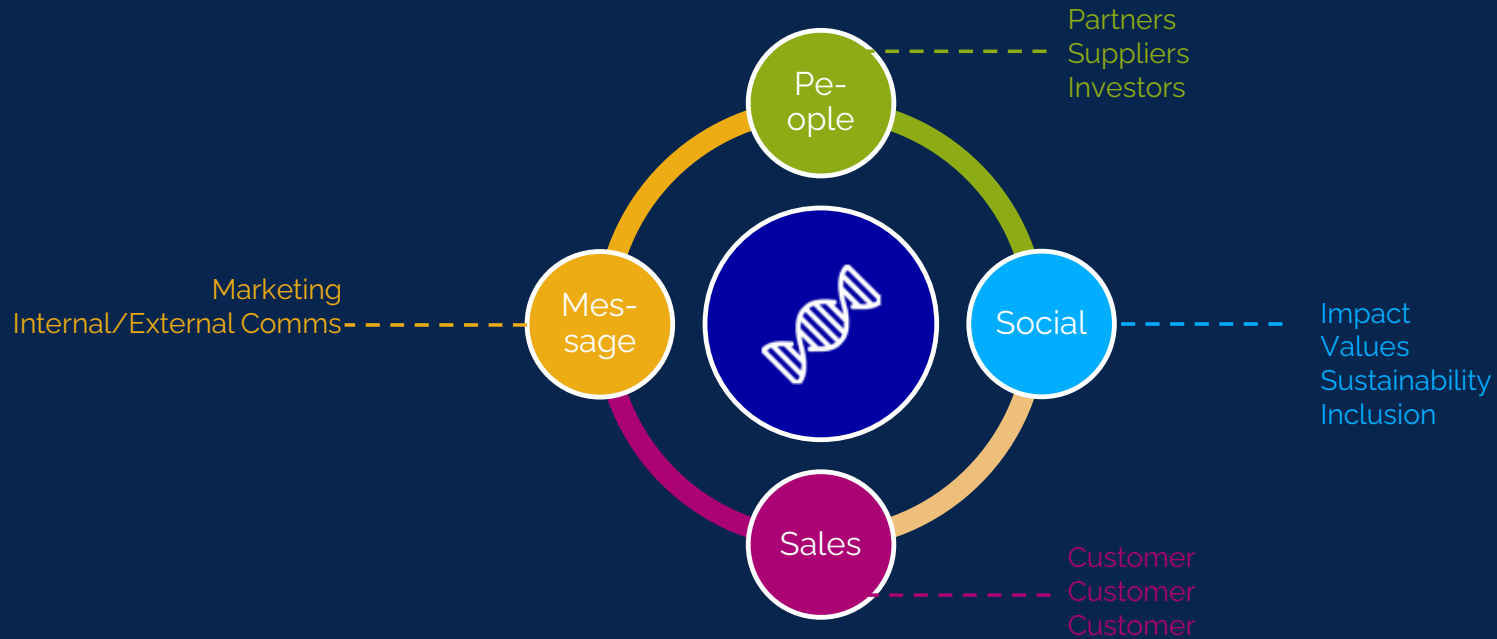
THE PURPOSE

When a consumer perceives that a Brand has a strong purpose, it is:

X4 More likely to buy the Brand's products or services

X6 More likely to defend the Brand in challenging or tough times

X4 More likely to recommend the Brand

X4 More likely to trust the Brand and to be a loyal customer

JOINT VENTURE

SUCCESS IS DIGITAL

You were born digital, prove it

WEB CONTENT, SEO, PAID

SOCIAL MEDIA ENGAGEMENT

VIDEO MARKETING

AUTOMATION & DATA INSIGHTS

OPTIMISE – 360 STRATEGIES - INNOVATION

JOINT VENTURE

SUCCESS IS DIGITAL: WEB

CONTENT

- Keywords
- Correct User Experience (UX)
- CTA
- Blog
- Linkbuilding
- Mobile
- Page speed
- Image optimisation
- A/B testing

ANALYTICS

- KPIs
- Milestones
- URL tracking
- Metric scales

PAID

- Strategy
- Optimisation
- Budget
- A/B testing

JOINT VENTURE

KEYWORDS

Keywords: *lawyers, cloud services*

Long Tail: *family lawyers Barcelona, AWS certified cloud services*

Keywordtool.io
KW Finder
Keyword Planner Tool by Google
Google Trends
Soolve

USER EXPERIENCE and A/B TESTING

Concept and p. management

Lean UX: *look for solutions with a real impact In the problem*

Mind maps

Research

Lean UX Canvas

Project Management: Trello
Lean UX Templates Canvas
Mind maps: MindMeister
A/B testing: Helio
User feedback: Google forms
Customer Journey: UXPressia, Hotjar

CALL TO ACTION

In every section

Correct contact form: *define the fields correctly, ensure that they get the info you need.*

Lead tracking

BLOG AND CONTENT UPDATES

Defined content strategy and planning phases

Content calendar: *Author, title of the post, audience, objective of the post, CTA of the post, keywords...*

Periodicity

Always up to date

Use a proper language
Focus on the users
Create a sense of "urgency"
Personalise every CTA depending on the platform
Show your USPs
Use images
Simplify things for your audience

Content ideas: Feedly, Hubspot Ideas Generator
Templates for content calendar

LINKBUILDING (Authority)

Backlink: *the backlink is an external link to my website*
Domain Rank (DR): *it shows the strength of the backlinks from a target site in a 0 to 100 scale.*
URL Rank (UR): *it shows the power of the backlinks to a specific target site in a 0 to 100 scale.*

Ahrefs allows to:
Analyse incoming domains
Analyse outgoing domain
Analyse broken domains
Analyse new domains
Traffic and positioning tracking through a specific link

MAKE IT MOBILE

More than 50% of internet users
Optimise browsing: *sizes, text spaces, buttons…*
Page speed
Mobile interface

Google Mobile-Friendly Test
Google PageSpeed Insights
Hubspot Grader
Mobile Moxie

PAGE SPEED

Avoids high bounce rates: *not as important for SEO as before but still important*

Optimise browsing

Optimise your images: *size, alternative text, what do they tell?*

Pingdom Tools
Google PageSpeed Insights
Test my site
WebPagetest
GTmetrix
Measure
Google Lighthouse

SET KPIs

- Measure conversions

- Set milestones to measure the success of branding campaigns or events

TRACK, TRACK, TRACK

- A campaign becomes useless if it doesn't include a tracked link

- Google URL Builder

BASIC METRICS

- Bounce rate
- Users (total and unique)
- Average session time
- Page visits
- Returning visitors
- Demographic data
- Channels and acquisition
- Keywords

GOOGLE ANALYTICS

SET KPIs

- Measure conversions

- Define type of campaign:

Search network
Display
Video
Smart
Discovery

- Not all campaigns need to include paid investment

OPTIMISE YOUR BUDGET

- More investment ≠ More success

- Monitor your competitors

TOOLS

- **Monitoring:**

SpyFu
Keyword Spy
Moat
Similarweb

- **General:**

SEMRush

SUCCESS IS DIGITAL: RRSS

CONTENT

- Content strategy
- Calendar
- Added value
- Design
- Links and CTA

ANALYTICS

- KPIs
- Metrics
- Decision making

PAID (SOCIAL ADS)

- Strategy
- Optimisation
- Budget

JOINT
VENTURE

CONTENT STRATEGY

Analyse your audience: *know what they expect from you and where you will find them*

Create a content calendar: *and be realistic with the frequency*

Think about the added value of what you write about

Analyse your texts:
Hemingway App
Templates for content calendar

DESIGN

Look & feel of the feed: *colorful, minimalistic, images, text…*

Use of video and infographics

Optimise your images: *size, alternative text, what do they tell?*

To create graphics and images in Social Media:
Adobe Suite
Canva
Studio
Picktochart
Unsplash
Fastory (IG Stories)

CONTENT

LINKS AND CALL TO ACTION

The door to your website: *always include links related to your website in your social media posts*

Always look for the audience to take action: *contact us, tell us your experience, know more, are you aready?*

Lead magnets: *publish reports or white papers, premium info…*

ANALYTICS

Followers

Reach

Engagement

1%-3.5%

Mentions

Conversions
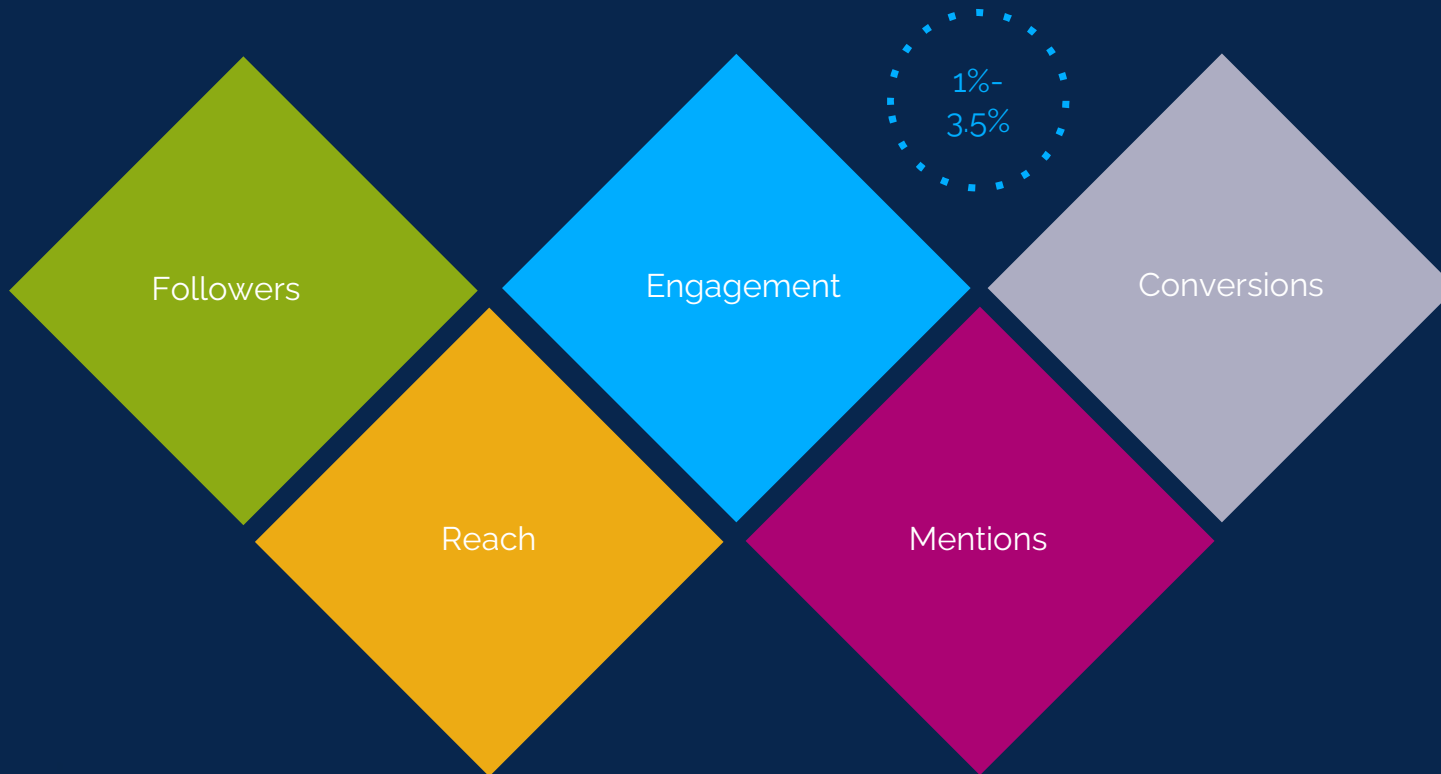
Hootsuite

Stats TW, LI, IG

Google Analytics

Social Studio - Salesforce

JOINT VENTURE

VIDEO MARKETING

"Almost 80% of consumers admit that they have made the decision to buy after watching a video"
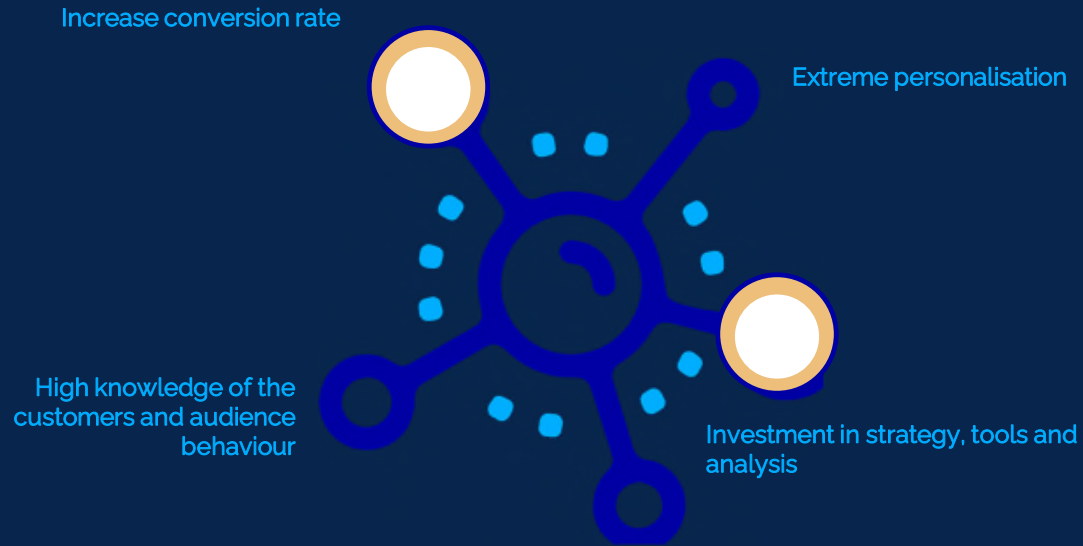
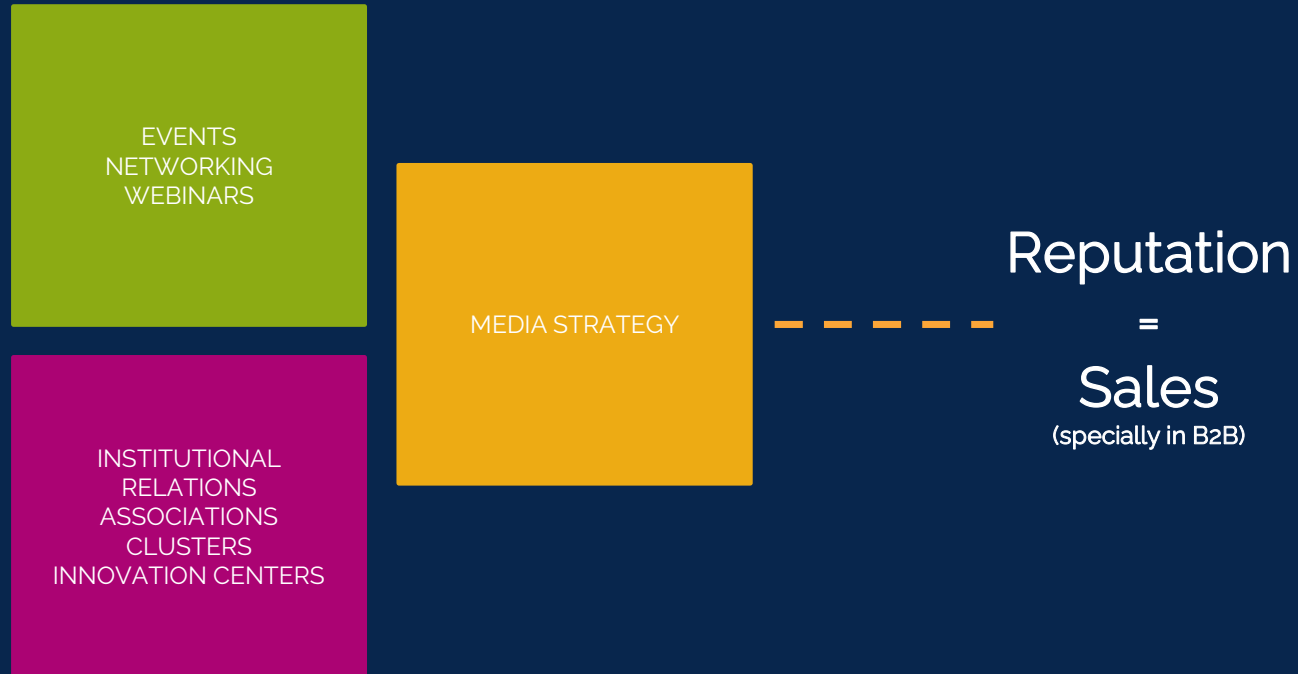|	
DECIDE THE QUALITY	DECIDE THE LENGTH / CHANNEL
DEFINED SPOKESPEOPLE	MOTION GRAPHICS

JOINT VENTURE

AUTOMATION AND DATA INSIGHTS

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself"

Increase conversion rate

Extreme personalisation

High knowledge of the customers and audience behaviour

Investment in strategy, tools and analysis

JOINT VENTURE

PR

Your positioning is also in your Public Relations

EVENTS
NETWORKING
WEBINARS

MEDIA STRATEGY

INSTITUTIONAL
RELATIONS
ASSOCIATIONS
CLUSTERS
INNOVATION CENTERS

Reputation

=

Sales

(specially in B2B)

JOINT
VENTURE

TO SUM UP...

The 3 pillars for an effective Marketing strategy

MEASURE

KNOW

INNOVATE

BUT DON'T FORGET ABOUT YOUR PURPOSE

JOINT VENTURE

THANKS