

How to Create a Successful Digital Marketing Strategy

GoSkills online course syllabus

Skill level

Beginner

Lessons

19

Pre-requisites

No prior experience needed

Video duration

39m

Estimated study time

39m 32s

Instructor

Nels Henderson

Introduction

1 Setting yourself up for success

After completing this course, you'll be able to develop strategy and tactics for marketing campaigns using the customer journey as your guide.

Components of Strategy

2 Identifying the marketing mix

Knowing the components of a successful digital marketing strategy is the first step in creating the perfect strategy.

3 Naming marketing objectives

Being clear on your marketing campaign objectives makes sure your strategy is consistent with company goals.

4 Clarifying value proposition

Your value proposition is what your company does better than any other and what sets you apart from the competition.

5 Focusing on segmentation

Who are your typical customers?

Mapping the Customer Journey

6 Positioning with marketing channels

Where and how you can best market your company can be one or many channels, including search, paid search, social media or other forms of advertising.

7 Defining awareness and impressions

Awareness sits at the top of the sales funnel and is defined by how potential customers see your ad or search result.

8

Connect consideration and web traffic

Consideration is a part of the sales funnel where potential customers learn about your product or service.

9

Optimizing conversion and sales

Conversion happens when a sale is made.

10

Retention and return customers

What happens after a sale can be as important as the sale itself.

Sample Tactics

11

Integrating SEO and SEM tactics

Awareness isn't about everyone seeing your ad or SERP, it's about being at the right place at the right time.

12

Using content marketing

Using content marketing to address questions potential customers might have helps smooth out customer pain points.

13

Conversion goals with web optimization

The conversion part of the sales funnel signifies a sale or a goal that is successfully met.

14

Encourage retention with email marketing

After the sale, email marketing can play a huge role in creating a loyal fan base that buys from you again.

Measuring Success

15

Identifying key performance indicators

Whether we are looking at awareness, consideration, conversion or retention we need ways to measure success.

16

Preventing funnel drop off

Fewer people take part in each part of the funnel as you move towards conversion.

17

Maximizing return on investment

Any marketing campaign we conduct should be evaluated versus the amount of money spent.

Communicating Strategy

18 Creating action plans

Identifying sales funnels helps create action plans and creates a context for obtaining approval for your plans.

Conclusion

19 Wrap up

Thank you for watching this course!

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