



Devising A Successful Digital Marketing Strategy In 2021



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Your digital marketing strategy will outline the best approach to achieving your goals and objectives. Our results driven approach, has been successful in driving digital marketing results for our clients for the last 20 years. Your strategy is customised to suit the needs of your ideal customers. Subsequently your digital marketing activities are designed to engage and convert only those who are relevant.

1. Research & Planning



Clarify what you want to achieve, what you currently offer and how it is superior to your competitors.

- Set out your USPs clearly – what is unique about what you offer? How are you different to your competitors?
- Set out your mission, vision & values
- Set out the key business objectives clearly that will help you achieve your business goals.

Set out your USPs

**What is the
Mission, Vision &
Values**

**Objective Setting &
Evaluation**

2. Understand your Market



Target Market

Who are your ideal customers?

Define your key personas. It is well worth investing the time to be crystal clear on who your key personas are and what is important to them. What are their issues and motivations? Understand their behaviours at each part of the purchase journey

Review your current presence

Review your current digital marketing presence with these key personas in mind. Identify any weaknesses and set out an action plan of what needs to be addressed.

Review your Competitors

Through analysing competitors online it gives an understanding into the types of activities that they are engaging in and what they are offering potential customers.

Take the time to review their sites regularly. Monitor search terms they are targeting for ideas, but don't assume they are the best terms for you to target. In relation to other legal services targeting clients through the web, there are a limited number of websites that stand out on the web as strong players online.

3. Devising your digital strategy



Reach

Target Market

Engage

Achieve
Interaction

Convert

into Sales or Leads

Retain

loyalty

Reach

- How do you reach them? What are their behaviours on the web? What websites do they use?
- What are their issues and motivations?
- What social media sites do they use? What information is important when they are researching and in need of information related to a situation that has arisen in their lives or the lives of their connections?
- What terms do they use on the search engines?

Engage – How do you achieve Interaction with them



How do you give your audience a reason to engage with you? Is your website optimised for maximum performance with your audience and for the search engines based on their behaviours? Think of each market segment. Prioritise them and address each as much as possible with your website, imagery, tone and your messaging, in any communication you have with them.

What look and feel will connect with your targets and reach them with a tone that will resonate with them? What can you offer them that they will be willing to share their email address with you for? This could be white papers, reports, case studies etc. How do we get these people and their peers, sharing your information through the social networks?

Ensure there is sufficient content on the website in order to engage with visitors and maintain their interest, addressing any questions & concerns they have, when they are researching their issue/trying to find the relevant solution for them. Understand from your existing clients, what their key issues are and also what puts them off. Find out what excites them and relieves them of their hassles. What are their priorities?

Convert



Are you making it easy to convert your visitors into leads/customers for your business? What actions/information can you offer each group, that will be compelling to your target? How do we get them to interact?

Retain - Build repeat traffic



How are your visitors interacting with your website currently? Map out their journey. Understand their behaviours – what works/what doesn't.

Improving the design/look & feel and usability of the site will encourage users to return to the website. Adding regular relevant compelling content and monitoring how visitors interact with it, will build a loyal user base over time by really understand what gets them engaging. Reaching out to these people with retargeting activities helps get them back on.

Key digital strategies.



Segmentation & Targeting / Brand Positioning & Value Proposition

Have a very clear breakdown of the current target personas. Customise your messaging to address each persona and set out the best value proposition to connect with their need at whatever part of the customer journey they are on. This applies to look and feel of the website, tone and structure and format of website content and any content published through other sites/online/email communication and activities you carry out online or offline. With relevant, engaging messaging and then identifying the key channels to effectively connect with your key priority targets, you will drive results.

The Engagement and Content Strategy

The Engagement and Content Strategy is key to driving more traffic into your website.

Your businesses content strategy is a vital element of your Digital Marketing Strategy, not only to engage with your visitors and potential customers on your website, but also for search engine optimisation e.g. driving your rankings to the top of Google and to drive traffic from external sites and social networks.

Once your visitors engage, don't lose them. Increase your conversion rates by making it as easy as possible for them to take a relevant action / make a purchase.

Word of mouth is a key generator of sales. People seek reviews on your website, they often also look to friends, colleagues and 'opinion leaders' for their experiences and recommendations, to reduce any risk they may feel exposed to when making a purchase.

Integrated Communications strategy

In order to maximise the effect of each of your digital marketing activities, it is vital that the strategy is cohesive and integrated with a clear unified message.

Each activity will be used to support the other, in order to optimise performance and results.

4. Set out your digital marketing action plan



All you have to do now is set out your action plan. With all of the above in mind and identify the key messages to use in order to connect with key personas and which channels will be most effective to reach them, based on their behaviour on the web.

5. Measure and improve performance



Finally, be sure that you implement key performance indicators that you can measure. Factors that will have an impact on your businesses goals and objectives. Analyse and draw insights to constantly improve what you are doing.

You are now ready for great results.

These steps are an example of the approach we take with businesses, when taking them through the process of devising their digital strategy. We work through templates for each step above.

The result helps produce a focused, relevant digital marketing strategy and implementation plan, with specific, agreed time lines.

If you, as a business, find it a challenge to get started with your digital marketing strategy and follow through with a targeted activity plan, or if you have a clear strategy and your challenge is to stick to a time schedule and implementation plan, we can help you.

Our Digital Marketing Mentor Programme was set up with this in mind and is ideal in these times where people are working remotely and would benefit from a structure and accountability. Also on how to interpret your data, draw insights and constantly improve your performance.

Find out more about our Digital Marketing Programme or book a call to discuss your digital marketing challenges and objectives for 2021.

Need some guidance on your Digital Marketing Strategy?

**Book A 15
Minute
Call Now!**

WebResults Digital Mentor Programme

Your Digital Marketing staff are working from home and could be more productive with more hands on digital guidance, support and accountability. Work with our Digital Marketing Experts to devise and implement the best Digital Marketing Strategy for your business in order to achieve your digital objectives in 2021, with our results driven Digital Mentor Programme.

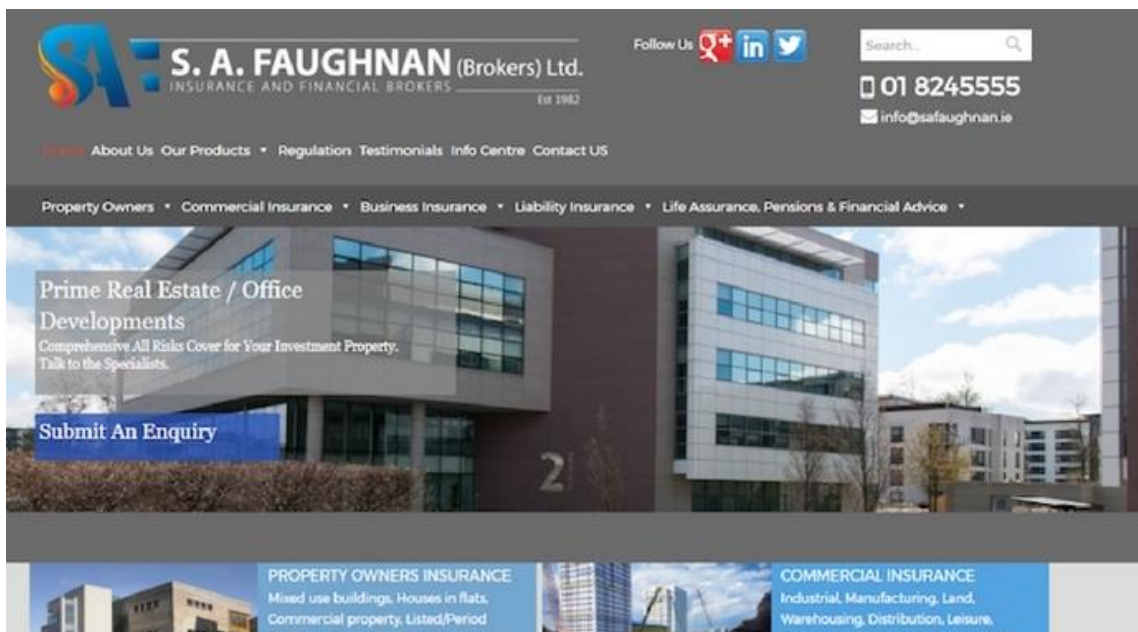
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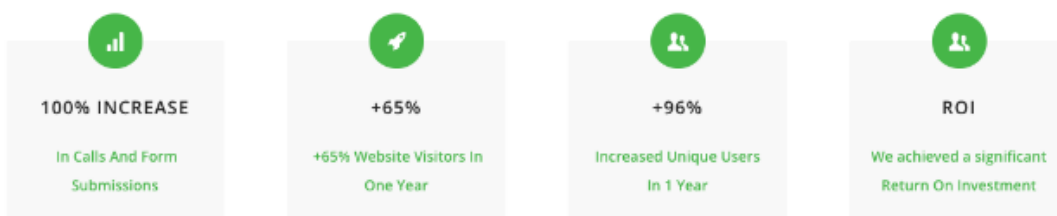
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READ HOW S.A. FAUGHNAN, LEADING BUSINESS INSURANCE BROKER, IMPROVED THEIR BOUNCE RATE BY 29% AND WEBSITE CONVERSIONS BY OVER 100% IN THE FIRST YEAR.



“At S.A. Faughnan, with the strong support of WebResults we have built our digital presence significantly while being focused on our business objectives and getting results/leads. We have a clear structure and process in place around our Digital strategy and action plan thanks to WebResults.”

David Faughnan, Director SA Faughnan

Nurse Jobs Ireland



"Working with WebResults was an absolute pleasure. They provide an expert and professional service from start to finish. The support system and guidance was extremely helpful and any queries were answered promptly and efficiently.

Since starting the digital mentor programme with WebResults, Nurse Jobs Irelands search engine optimisation and ranking has improved month on month, and we are continuing to achieve the results we are looking for through our Digital Marketing activities.

WebResults provided the skills and knowledge through their web mentoring programme so that we can continue the process of building your web presence through Social Media and SEO, as part of our daily plan, knowing that we are focused on the areas which offer the best potential and which are most relevant to the business.

After completing the programme, we had a much better understanding of Search Engine Optimisation, Social Media and also how critical it is to monitor your activity and tweak your activities on an on-going basis to optimise performance. The programme highlights the importance of link building and how your social media activity needs to be closely tied to search engine optimisation, in order to drive good rankings for the most relevant search terms.

In addition, the programme put a clear focus on the importance of setting key performance indicators and measuring your web performance using Web Analytics. The number of unique visitors to our website more than doubled and number of conversions increased six fold over the course of the first 6 months of the Web Mentor Programme and we continue to build our knowledge and grow our business and further build our performance on the web.

Rosey and the WebResults Team are a pleasure to work with. If you are a business who wants to build your online presence, we would recommend the WebResults Web Mentor Programme."

Aoife Manning,
Marketing Administrator - Nurse Jobs Ireland
NurseJobsIreland.ie

One4all Gift Cards UK



"We have been very pleased with the search ranking results that Webresults.ie helped us to achieve across The Gift Voucher Shop's portfolio of websites for both the UK and Ireland.

WebResults invested a great deal of time to research and understand our business and customers.

They provided comprehensive Google Analytics reports on a weekly basis which offered great insight into our customer's experience digital.

They also carried out SEO copy writing with domain expertise that was engaging and beneficial to our customers. Rosey and her team are a pleasure to deal with."

Lynda Delaney,
Marketing Executive - One4all Gift Cards UK
www.one4allgiftcards.co.uk

"We worked with WebResults on the design and development of our new website. They guided us through the whole process from start to finish and we were very pleased with the end result. WebResults worked with us on the search engine optimisation of the site, as well and how best to maximise the content for the search engines.

WebResults took all the hassle out of the project through step by step guidelines to ensure everything was carried out to best practise and in line with the search engines, usability and measurement.

The project commenced with a detailed workshop where our team worked closely to define how we would best achieve our business objectives through the web. WebResults took the time to understand our business and our market. Detailed market research & keyword research was carried out. One to one interviews were conducted with key stakeholders within the business. There was a lot of focus on ensuring that the website would address the needs of our target market and presented in a way to ensure maximum engagement with the businesses we want to talk to.

WebResults guided us through the content writing process and on optimising each page of the site and we are seeing the results through our rankings on Google. Landing pages with clear prominent calls to action, were designed to ensure maximum conversions with a range of campaigns. The project was delivered to meet agreed deadlines and to ensure delivery of our business objectives. The end results exceeded our expectations.

We continue to work with WebResults on our digital strategy and would highly recommend their services if you want to maximise your results on the web."

Aíne Osborne,
Marketing Manager – Datapac
www.datapac.com



About WebResults

WebResults.ie is a dedicated Digital Marketing Services company specialising in devising and implementing the most effective digital marketing strategy for your business. If you are looking at how best to improve your digital presence using PPC, content, social media, SEO, conversion optimisation or a combination of activities, WebResults Ltd. will identify the best approach for you.



Having worked with hundreds of clients across a variety of sectors and across a range of geographical markets (US, Europe, Middle East, Australia and others) over the last 20 years, we know how to drive the results you want.

We are a small team of 5 people, who care about our clients and about achieving your business objectives.

Rosey Broderick set up WebResults in 2007 and has been working with some clients since.

In addition to running WebResults, Rosey also lectures in Digital Marketing and carries out Digital Strategy Mentoring, seminars, workshops with Enterprise Ireland, The Institute Of Management Consultants, The Irish Brokers Association and various other organisations.



Our Approach

WebResults wants results for your business, so our focus is to ensure that this is achieved as quickly as possible. Some of the key areas we work on with all our clients are as follows:

- Understanding & achieving your business objectives – what you want the web to do for your business.
- Ensuring your web presence is optimised to drive the best results for your business.
- Identifying the most effective channels and activities in order to reach, engage and convert your target personas and build your web presence.
- Setting up and managing your campaigns, in order to achieve your business objectives and drive the best ROI for your business.
- Monitoring and measuring your performance and constantly looking at ways to improve performance. Constant management and measurement of the KPI's to build your long term performance.

With all our programmes we ensure our clients receive regular easy to follow reports with details of how their website is performing relative to previously agreed targets.