



# Grow your business with a digital marketing strategy



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# Welcome to the world of digital

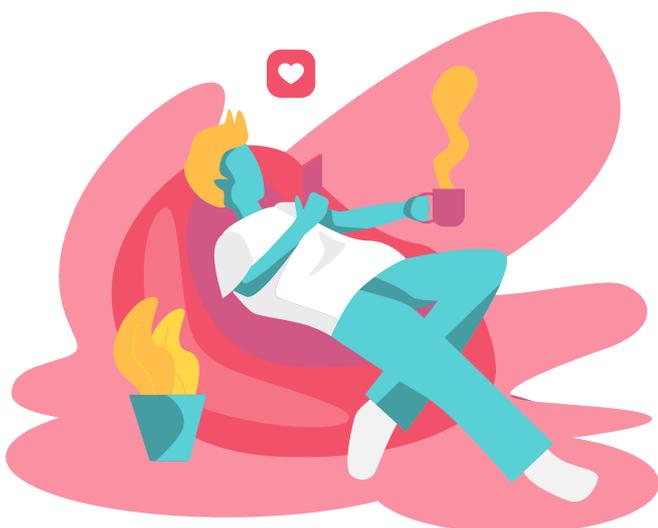
Having a digital presence is absolutely vital if you want to see your business grow. 77% of consumers will research your brand before they engage with you (Hubspot), and they're doing their research online.

If you're not marketing to potential customers using digital mediums, or don't have a clear strategy to do so, you're hampering your ability to reach your customers where they are: browsing websites, reading online reviews and scrolling through social media. An effective strategic document will help you achieve your business goals and experience the growth you're after by keeping you on track and ensuring everyone's on

board with the steps you'll be taking. However, a digital marketing strategy will only help you grow if it's outlined and implemented in the right way. In this eBook, we're going to look at what a digital marketing strategy is, what it should contain, and let you in on the secret ingredient to crafting a truly successful one.

**A digital marketing strategy will only help you grow if it's outlined and implemented in the right way.**

It's time to build your online presence and commit to achieving business growth. Are you ready?



# 77%

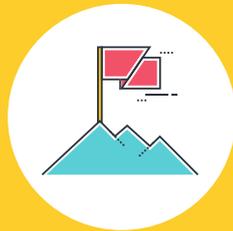
**of consumers will research your brand before they engage with you.**

# What is a digital marketing strategy?

A digital marketing strategy is a plan for your future digital marketing activity. It should contain the following key components:



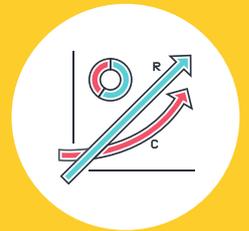
**The current state of your digital marketing efforts.**



**The goals you want to achieve.**



**Concrete actions your business will take.**



**How you'll measure your results.**



# Digital marketing state of play

Before you dive in and get your digital marketing strategy up and running, give yourself a thorough analysis of where you're currently at. You can use the template and the questions below as a guide.



## Current digital marketing efforts

What are you currently doing? Break this section up into different areas so you can clearly see the areas that need more attention.

### Website

- + Do you have a website?
- + If you do, is Google Analytics set up to measure visitor traffic and the behaviour of users?
- + Have you performed any keyword research?
- + Which pages are viewed the most?  
What is your bounce rate like? Do you have an asset download or email sign-up form on your homepage? If so, are people filling it out?
- + Does your website look great on all devices?

### PPC advertising

- + Are you currently running any Google Ads? If so, how are they performing?

### Areas where you're doing well

What have you done that's worked? Where do you have the most capacity to make improvements and changes?

### Areas needing improvement

Are there any areas of digital marketing you haven't tapped into yet? Are there areas where you lack expertise? Is anything not performing as well as you'd like?

### Social media marketing

- + What platforms are you currently using?
- + How many followers do you have on each platform?
- + Are you getting many likes, shares and comments?
- + How regularly are you posting on social media?
- + Are you running social media ads? If so, how have they performed?

### Content marketing

- + Do you have a blog? How often is it updated?
- + Which posts have been your most popular?
- + How are your website's pages and blogs ranking in Google?
- + Are you employing SEO tactics to maximise ranking potential?

# Essential components of every digital marketing strategy

## 1. The current state of your digital marketing efforts

This part of the strategy should outline what you're doing in terms of online advertising, organic social media posting, digital content you're creating, and how your website is performing. Ideally, this part of the strategy should include an analysis how your current efforts are performing, and a competitor analysis so you can set benchmarks for future activity.

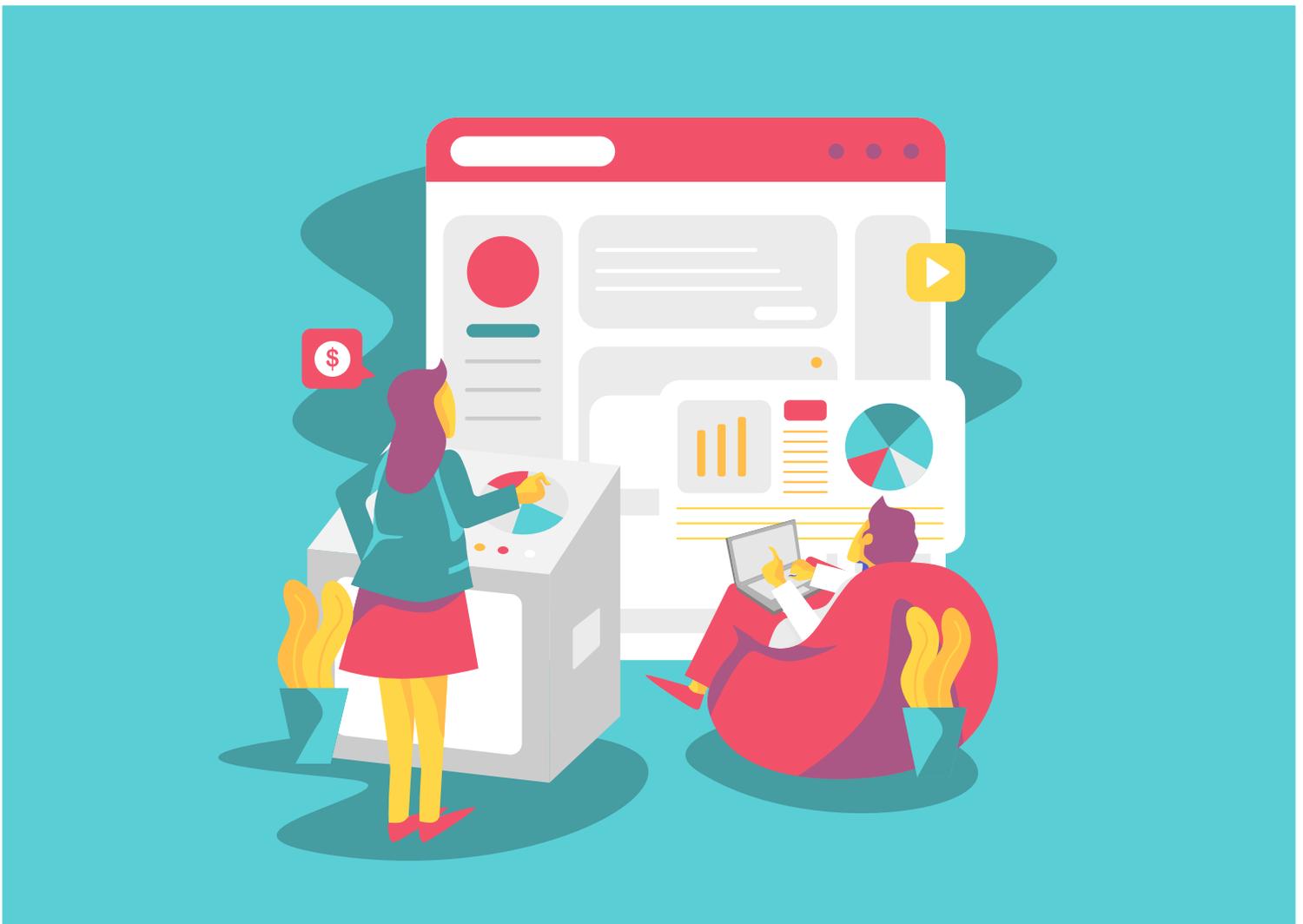
You might not be engaging in any digital marketing at all - and that's okay. This is just a starting point. You'll easily be able to complete this section once you've conducted your digital marketing state of play analysis.

## 2. The goals you want to achieve

This part of the strategy is about identifying what your main priorities are so you can focus on those to start with. These become the goals you'll work towards. Goals work best when they have a time frame (e.g. six months, two years), are realistic, measurable and specific. "Improve our digital marketing" is not a very concrete goal, but "increase traffic to our website by 50% over 12 months" is.



**Goals work best when they have a time frame, are realistic, measurable and specific.**



### 3. Concrete actions your business will take

You've got your goals, now you need to decide how you're going to achieve them. Using the goals outlined in step two, look at the key areas you need to work on, and set out actionable steps that will improve your efforts, and prioritise these in terms of importance. For instance, getting a website is more important than setting up Google Analytics, because you can't do the latter if you don't have the former! If you're not sure what activities you should be getting on board with, consider enlisting the expertise of a digital strategist who can help you identify the key actions needed to achieve the goals you have that will also align with your budget.

### 4. How you'll measure your results

The only way you'll know a strategy is working is if you set up a way of measuring your results. This part of the strategy should outline the metrics you'll use to gauge your successes (or failures - because not everything will work the first time round), how often you'll evaluate them, and the tools you'll use to measure them.

**Set out actionable steps that will improve your efforts, and prioritise these in terms of importance.**

# The secret to a successful digital marketing strategy

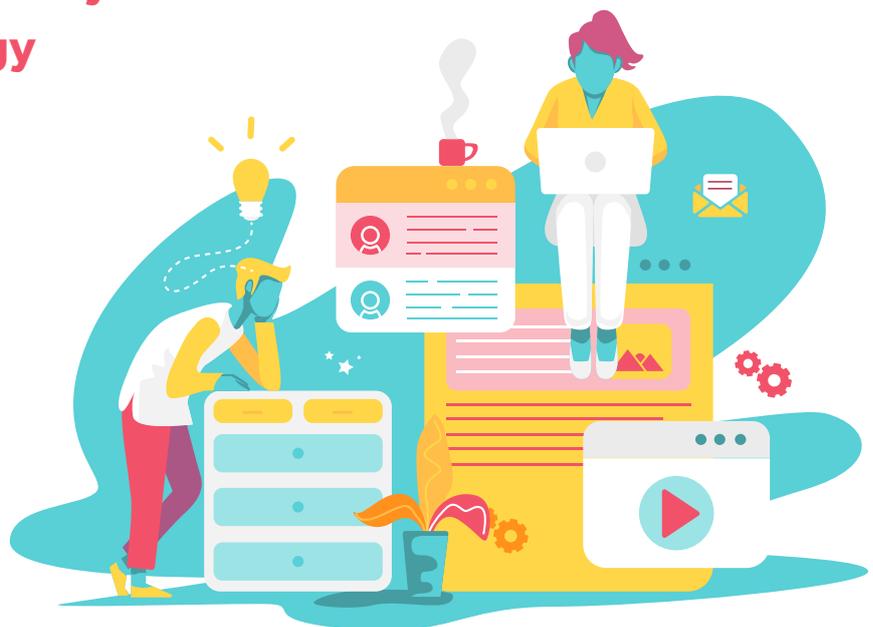
Anyone can come up with a digital marketing strategy, but for it to actually achieve the growth you're looking for, you need to know the secret: flexibility.

There's no one single approach that works for all businesses. Therefore, your strategy shouldn't be set in stone, but open to change and ongoing testing. You might try a certain approach that doesn't work and you'll need to refine your tactics in order to get it right.

Ensure you have flexibility built into your strategy from the outset.

After a few months of following it, go back to your strategy and examine what you've achieved. Look at what's working and what isn't, and rework your goals if needed.

**Ensure you have flexibility built into your strategy from the outset.**



# Grow your business with a digital marketing strategy

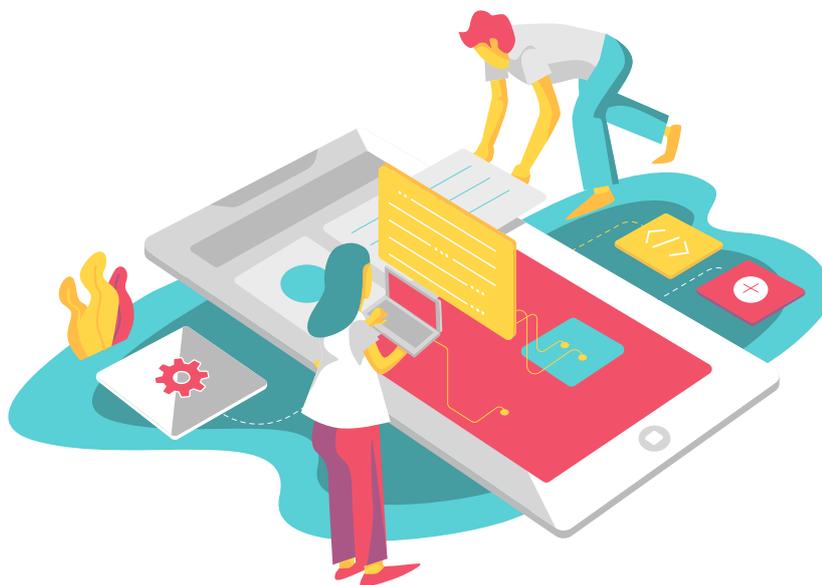
Once you have your strategy in place and key stakeholders in your business on board, you need a way of implementing it. For small businesses it can be hard to find the in-house expertise needed to do it all.

Look at the capabilities you have within your team to deliver on your digital marketing goals. Maybe you've got the skills and capacity to cover your social media marketing and search engine advertising, but need help redesigning your website or developing a content marketing plan.

**Look at the capabilities you have within your team to deliver on your digital marketing goals.**

NZ Digital is a full-service integrated agency. Our experienced team work with Kiwi businesses to help them achieve their objectives and deliver meaningful experiences for their customers.

We can help you develop a digital marketing strategy that's aligned with your business goals, and have the in-house expertise to help you implement it.





## Want to find out more?

**Read our blog:** Get valuable digital marketing tips and insights.

**Visit our website:** [nzdigital.co.nz](http://nzdigital.co.nz)

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