



The Marketing Alphabet

A is for Automation



A word you may have heard a lot recently, **automation** has become hugely important to many businesses after the pandemic as a result of downsized workforces and the need to maintain service standards.

Marketing **automation** can nurture leads, provide advice and guidance, offer customers a range of communication channels 24/7, support staff in their daily tasks, take payments, upsell products and services, and much more!

B is for B2B Marketing



Business-to-business (B2B) marketing is simply the marketing of products and services to other businesses and organisations.

B2B marketing needs to be more informational and plain-speaking than B2C because a businesses purchase decisions are based more on the impact to the bottom line than consumer purchase decisions which rarely if ever consider the return on investment.

ROI is the primary focus for corporate decision-makers and marketing needs to demonstrate how your product or service will ultimately provide a healthy ROI.

C is for Call To Action



A **call to action** is a written direction that encourages website visitors to take a desired action.

Calls to action should combat decision fatigue, stop visitors in their tracks and let them know what to do next.

When used correctly **calls to action** increase clicks and generate leads fast! To make a quick start, create unique **calls to action** for each page of your website, this will give visitors clear directions on every and any page they visit thus improving the user experience.

D is for Dynamic Content



Dynamic content is digital content that changes based on user signals such as user data, user characteristics and session behaviour.

User Data: Changing content based on data such as customer lifecycle, passed purchases and interactions.

User Characteristics: Changing content based on demographics such as location and buyer personas

Session Behaviour: Changing content based on behaviours such as pages visited, time spent on page and basket contents.

Providing highly personalised **dynamic content** will not only improve your organic SEO ranking but also improve user experience and increase conversion rates.

E is for Email Marketing



Email marketing is both a digital and direct marketing channel that can be highly personalised while also being automated to nurture leads in the background.

Email marketing ensures leads and customers within your contact list are aware of new products, services, and promotions. It can also be applied to improving brand awareness, offering educational content and nurturing leads through the customer life cycle and much more!

Email marketing is one of the most popular marketing channels for growing your brand and promoting products and services. When done right, **email marketing** can provide excellent ROI.

F is for Facebook

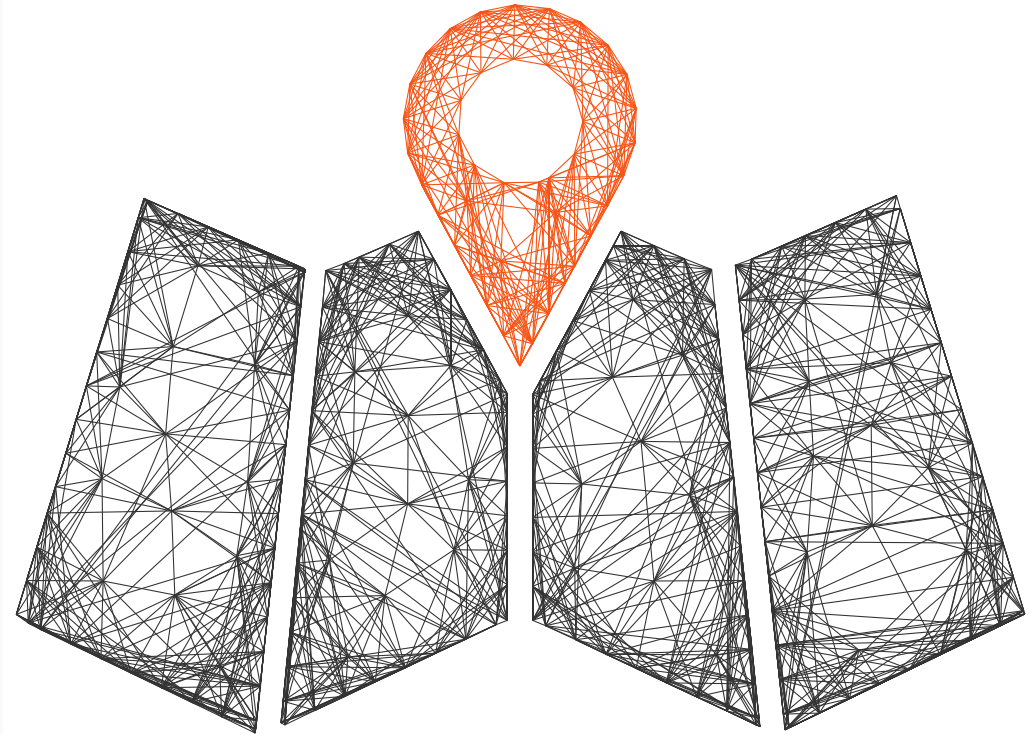


One of the most popular Social Media platforms to date, **Facebook** is part of most if not all businesses social media strategies.

Facebook offers businesses the opportunity to align with both B2B and B2C audiences, target specific demographics and locations, increase engagement, share company culture, run campaigns and promotions, drive traffic directly to your website thus improving your SEO and so much more!

Facebook offers businesses both paid and free marketing opportunities and most importantly increases brand awareness.

G is for Geotargeting



Geotargeting is a way of detecting a website visitors location and using that info to show the visitor targeted, location specific content.

For **geotargeting** advertisements to work you need to show the right content at the right time. The key is making sure your advertising is using an accurate location, for example if you are based in the UK and don't offer shipping outside of the United Kingdom then you need to make sure that your advertising is only targeting UK based audiences.

H is for Headline



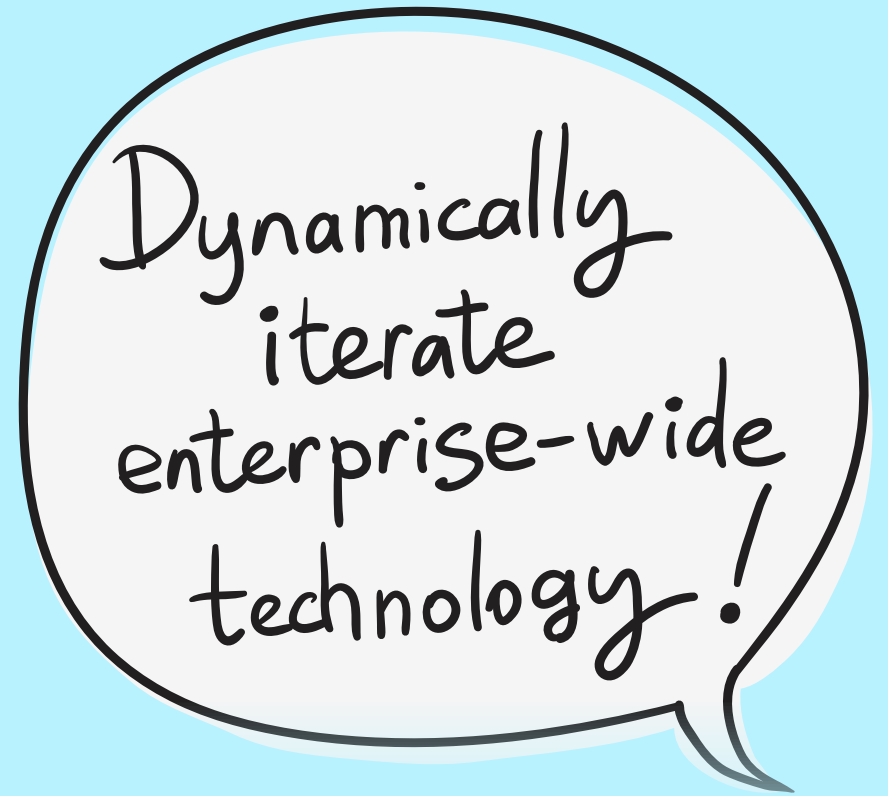
Grab attention with a well-placed **Headline** in your marketing campaigns and at the top of your webpages, landing pages, blogs, emails, and downloadable content. Draw visitors in and entice them to stick around and keep reading.

is for Inbound Marketing



Inbound marketing nurtures potential leads and customers to come to you instead of traditional marketing methods that push a marketing message out. **Inbound marketing** is all about attracting leads with timely, helpful, and quality content.

J is for Jargon



Jargon is defined as language, acronyms, and terms specific to a certain profession, niche, trade, or group that are understood by those within the group but are confusing to anyone outside.

A good example of this is the Information Technology Industry that has a vast range of associated technical **jargon**.

It is vital that your marketing efforts avoid **jargon** that will not resonate with your intended audiences. The words you use to describe products and services need to have meaning, weight and accessibility for your audience.

K is for keywords



A word or phrase that someone enters into a search engine to find whatever it is they are looking for.

Creating useful and quality content for your website that includes popular **keywords** and phrases associated with your products and services is a great way to improve your search engine ranking.



is for Landing Pages



Dedicated web pages encouraging potential leads to carry out a single action. A **landing page** is not a standard web page so navigation, links, or ways for someone to easily leave without completing the desired action are not included.

The goal of **landing pages** is usually to capture the visitor's information for further email marketing and follow ups in exchange for an offer or something of value.

For example, a webinar registration **landing page** offering an eBook in exchange for registering interest. Each landing page should have 1 goal not multiple!

M is for Metrics



Metrics are a system or set of measurements that help quantify characteristics or marketing elements, for example SEO **metrics** include, website traffic, search engine traffic, conversions, and highest-ranking keywords. Social media metrics include impressions, engagement, reshares and followers.

Metrics ensure you make informed decisions to direct your marketing efforts and demonstrate how well, or not, marketing campaigns, websites and social media content etc. is working.

N is for Niche



A **niche** is a specialisation, subset, or segmentation of an overall audience. A **niche** should be small, very specific and well defined.

A **niche** should be created based on research and understanding of its personas and you should have a good understanding of the needs and wants that are not currently being addressed or met by other brands or competitors.

Using a **niche** as part of your marketing efforts is often referred to as 'a big fish in a small pond' strategy.

O is for offers

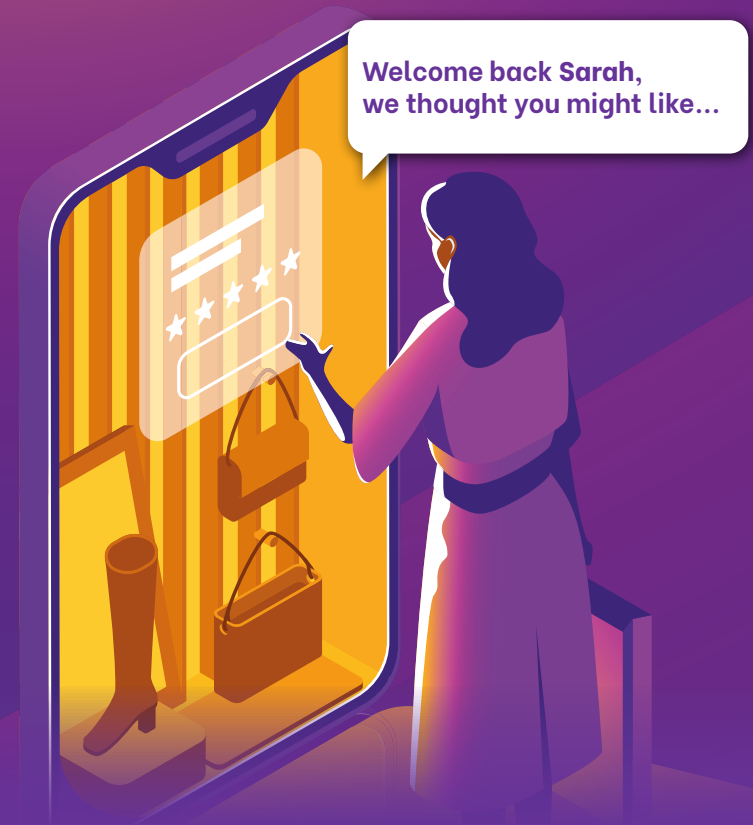


Offers aren't necessarily related to products or services for sale, instead an offer can refer to high quality content that is gated behind a form, this type of **offer** is often created as part of a dedicated landing page.

Offer content could be a checklist, eBook, worksheet, template, webinar, demo software and so on.

Think of your offer as something you are exchanging for an email opt-in, small payment, meeting, trial, or small commitment.

P is for Personalisation



Personalisation is the use of analytics to create marketing messages and experiences that feel unique for each visitor or customer.

Personalisation is more than just adding a person's name into a marketing email, **personalisation** at its best, reaches the right person at the right time, with the right message or suggestion.

Personalising your marketing efforts gives your message a little humanity and can improve your marketing ROI.

Q is for Quality



It is important that your marketing efforts focus on **quality** over quantity. High **quality** content will entice visitors to fulfil desired actions on landing pages, stay on your webpages for longer, return to your website and become loyal and delighted customers.

Not only does high **quality** content please your customers, it will also help to improve your organic SEO ranking, search engines love unique, **quality** content and will prioritise this type of content because it is useful and relevant to users.

R is for Responsive Design



The number of users accessing the internet via their mobile device is increasing year on year, today 85% of all internet users in the UK are using their mobile devices

This means websites and content need **responsive** designs that adjust to fit any device and optimise content are now vital to effective digital marketing.

Audiences expect seamless user experiences without the need for them to adjust anything in order to view or interact with content or navigation.

S is for SEO



SEO stands for search engine optimisation. It is the optimisation of content to increase your ranking on search engines.

This means making your content easy for search engines to find and index, to achieve this your content needs to be, high quality unique, and useful including appropriate titles, headlines and subheadings, description tags, keywords, inbound and outbound links.

The algorithms and ranking factors search engines use are always changing so there is no way to guarantee result placement but making sure your content is well structured and meets the requirements above will give the best chance of improved your **SEO** ranking.

T

is for Testimonials



Testimonials are written or video recommendations and reviews from happy and satisfied customers.

They provide validation by assuring potential leads of the quality, value and performance of your products and services.

Testimonials are a powerful marketing tool because we place a lot of weight in the opinions of other customers and their experiences.

U is for User Generated Content

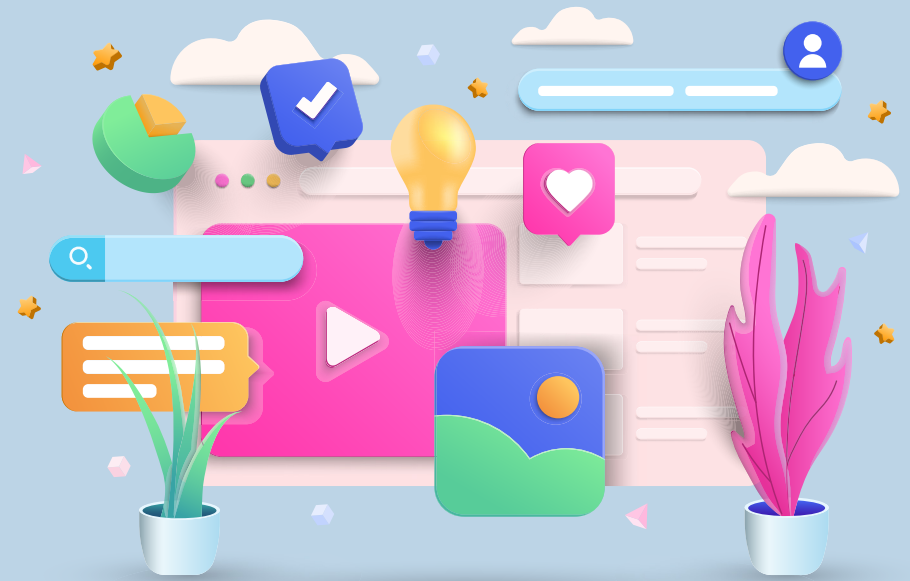


Like testimonials, **user generated content** is a powerful marketing tool and best of all is free! **UGC** is most effective when created as part of a promotion, competition or discussion that encourages self-expression and offers a positive personal experience where users can connect and share with each other.

UGC can be collected via your own website or, as is most common, through popular social media channels.

Always make sure you have a clear reason to collect **UGC**, give credit where applicable and have all the necessary permissions. Good examples of **UGC** include photos, videos, mashups, reviews, memes, guest posts, comments, and social media tags.

V is for Video Marketing



Demand for **video** content is increasing with 54% of all internet users wanting to see **video** over any other form of content.

Incorporating **video** into your marketing strategy and budget is becoming more and more important. **Video** doesn't necessarily mean costly production since anyone with a smart phone can produce video content.

Video content should be around 5 minutes or less and should use visuals to tell a story, whether that's documenting an informal team building event to share on social media or producing a flashy promotion for a particular product or service. Consider taking advantage of third-party **video** hosting sites such as YouTube to benefit from their large traffic and search capabilities.

Marketing **videos** could be testimonials, demonstrations, tutorials, animations, events, how to videos, explainer videos, staff generated videos, case studies, behind the scenes and much more!

W is for Webinars



Webinars are learning and training experiences offered via a web-based platform usually including visuals, slideshows, videos and audience interaction.

Webinars can show a speaker in addition to visuals, and some allow the audience to be seen as well.

Webinars can teach new software, answer questions, provide demonstrations, and present new products and services, they can be offered for free or paid for and have the potential to increase brand awareness and reach by attracting a wider audience.

X is for XML Sitemap



An **XML** (extensible markup language) Sitemap is a term used in web development to describe a file containing all the URL's for your website.

Like a traditional map, the **XML sitemap** helps search engines navigate your website more intelligently contributing to good search engine rankings.

There are many plugins that can assist with the creation of an **XML sitemap** for your website.

Y is for You!



The most important part of all marketing efforts is **you**, that means **you** as an individual.

Communicating directly with your audience, visitors, and customers to deliver messages that are about them is critical to the impact and success of your marketing efforts.

Your marketing needs to demonstrate how your products and services solve personal and professional problems, improves the lives of individuals or offers.

Z is for Zero Cost Strategy



Marketing strategies that don't require any budget can be used to supplement paid marketing efforts. User generated content, guerrilla marketing and service/resource exchange with other businesses are good examples of **zero cost marketing** tactics.

For example, asking customers to review products and services they have purchased via social media including your hashtags, utilising items in our environment to demonstrate how your product or service could help or improve the individuals experience or asking a local business to place your flyers at their reception in exchange for promoting their services to your online audience.



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