

A SIMPLE 5-STEP

ONLINE MARKETING STRATEGY

Easy-to-follow Plan to Step Up Your
Online Marketing Efforts



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INTRODUCTION

DO YOU HAVE AN ONLINE MARKETING PLAN?

Truth is, many business owners are still not convinced that they need a solid online marketing plan.

Sure, you have a website, social media accounts, emails, and other tools that can help you reach and expand your customer base online. Awesome! But that's not the real work here.

It's easy to get lost in the sea of information online, and you need to cut through the noise to get your message heard. This is where your online marketing plan will help you.

Relax, we're not talking about an 80-pager document here. All you really need is five simple steps. Use this **five-step online marketing plan** and start off with two pages describing each goal and tactic, nothing too complicated. You can build it up as you go.



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STEP 1

BE ALWAYS CUSTOMER CENTRIC

Gone are the days when businesses are all “Me! Me! Me!” This time, it’s all about your customers. When creating marketing strategies, always think about what your audience will find valuable.

Think about information that they will find useful. Think about what images they would find interesting.



STEP 2

WRITE A BLOG POST

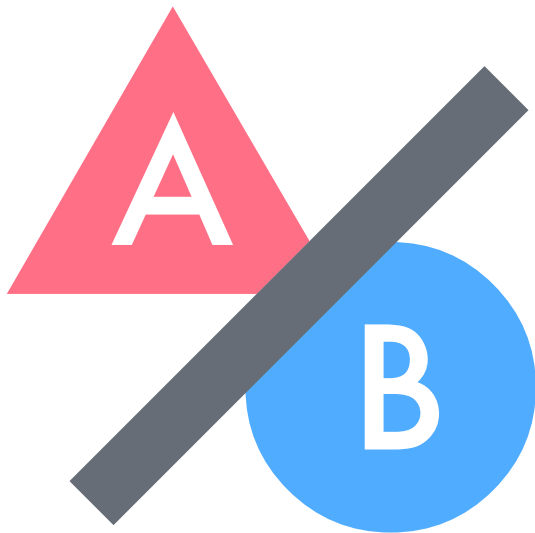
Content is one of the primary drivers of website traffic. Not only does a blog provide customers valuable information about your business and the industry in general, it also helps your website become more visible in search engines.

Publish blogs that your target audience will find useful. This will position you as an authority in your niche.



List down these important points:

- 1** In blogging, consistency is the key. Best practice is at least one blog post a week, but one blog per month will do.
- 2** Use engaging images
- 3** Create “evergreen” content, or content that is always relevant to your audience
- 4** Make use of content calendars and scheduling tools



STEP 3

CREATE EMAIL CAMPAIGNS

Email is not dead; it's still one of the most effective and cheapest ways to reach out to your customers.

The key is to email useful information, like news, upcoming events and promotions. Be careful not to hard sell. Otherwise you end up in Spam.

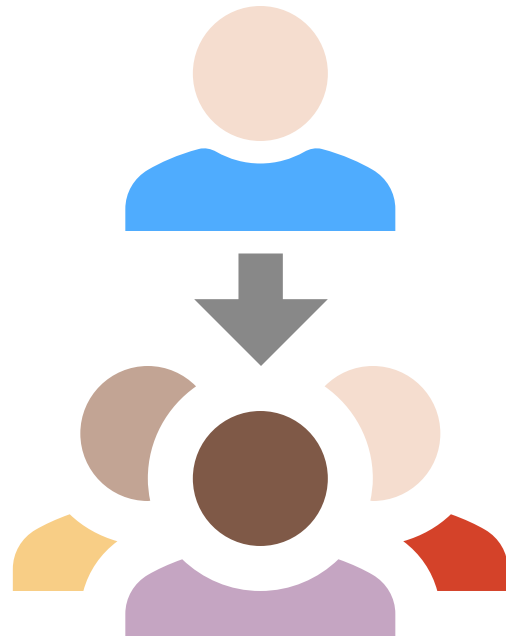
Key points in creating email marketing campaigns:

- 1 Write good email subject lines to increase open rate
- 2 Include an effective call-to-action to direct customers to your sales page
- 3 Personalise your messages by adding the recipient's first name
- 4 Take advantage of email marketing tools like MailChimp, Drip, Constant Contact and AWeber
- 5 Have a consistent schedule in sending out emails

STEP 4

GET SOCIAL

Don't create social media accounts just for the heck of it. Use social media channels to connect with your customers and your customers' friends, create meaningful conversations and engage with them.



Key points

- 1** It's great to have an account in all social media platforms to maximise reach, but there will only one or two that will work best for you. Focus on these channels.
- 2** Post a new update every day or at least three times a week. Don't be promotional all the time. Create a content mix that includes curated content, memes and quotes, or ask a question to fuel discussion.
- 3** Post engaging images.
- 4** Make use of online scheduling tools like Buffer, Hootsuite, Planoly and Tailwind.

STEP 5

MEASURE RESULTS

The best way to know if your strategies will work is to measure and track your progress. This will help you find out which areas you need to improve on. At the end of each month, make it a habit to always review your marketing strategies.



My recommendations:

- 1** If you're using different social media channels, determine which gives you better conversion rate.
- 2** Experiment on diverse topics and different content formats and find out which works best for your audience.
- 3** Do A/B testing on your email marketing campaigns.
- 4** Use Google Analytics or other tools that can help you measure and track your online marketing efforts.



Conclusion

I won't sugarcoat: online marketing can be a monster. It can be difficult to have a fixed process on something that changes so fast, like technology and digital marketing approaches.

But I still believe in the benefits of having a plan and, at best, writing down your approach. That way you can be more focused, ensure that your team is on the same page, allocate budgets accordingly and stay ahead.

Learn more about how you can supercharge your online marketing.

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