



Improving Digital Marketing Performance

A practical workshop to guide the effective management of digital marketing activities



Improving Digital Marketing Performance

How can you improve your digital marketing performance for your business?

What are the key areas of digital marketing you must concentrate on?

Session Objectives

- ✓ **Understand** digital marketing for your business
- ✓ **Know what to consider** when developing an effective digital marketing plan
- ✓ **Explore the key areas** of a digital marketing audit for your business
- ✓ **Validate the use** of digital marketing activities for your business
- ✓ **Have the tools** to measure your digital marketing performance



Improving Digital Marketing Performance



Marion Di Benedetto



[Marion Di Benedetto](#)



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Unlocking Business and Personal Possibilities by Simplifying and Enhancing Communication Strategies

- ◆ **Founder and Strategy Director of Sierra Marketing**, integrated marketing and communication agency since 2007.
- ◆ **Successfully launched, crashed, and sold businesses.**
- ◆ **Coach and mentor for entrepreneurs**, including business owners as well as people in the workplace.
- ◆ **Member of board of advisors** in a marketing and communication capacity.
- ◆ **Delegate and panellist at the G20 young entrepreneur alliance** summits in Russia, China and Australia.
- ◆ **Msc in Management and Marketing**, Nottingham Business School, England.
- ◆ **Certified trainer** with a training approach that is grounded in real business experience.



What does Digital Marketing mean in your business?

How do you use Digital Marketing to serve your business?

How do you measure your digital marketing performance?

How would you rate your current Digital Marketing performance and why?





How would you rate your current Digital Marketing performance? Why?

On a scale from 1 to 10...



Auditing your Digital Marketing Performance



And picking your game changer...

01

Web Presence

How your brand is represented online

02

Branding and Messaging

How your target audience perceives your brand

03

Positioning

How your brand stands out from the competition

04

Search Marketing

How easily findable your business is online

05

Social Media

How your brand is promoted on social media

06

Email Marketing

How your emails connect with your target audience

07

Digital Content

How content is used on your customer journey

08

Marketing Management

How effective your systems, KPIs and reports are

Business Case – *Are your current digital marketing activities effective for your business?*



Resources

Improving Digital Marketing Performance

- ✓ **Presentation:** Improving Digital Marketing Performance
- ✓ **Worksheet:** Digital Marketing Audit Worksheet
- ✓ **Checklist:** Digital Marketing Performance Checklist

Scan to Access



Auditing your Digital Marketing Performance
And picking your game changer...

01 Web Presence <i>How your brand is represented online</i>	02 Branding and Messaging <i>How your target audience perceives your brand</i>	03 Positioning <i>How your brand stands out from the competition</i>	04 Search Marketing <i>How easily findable your business is online</i>
05 Social Media <i>How your brand is promoted on social media</i>	06 Email Marketing <i>How your emails connect with your ideal customer</i>	07 Digital Content <i>How content is used on your customers journey</i>	08 Marketing Management <i>How effective your systems, KPIs and reports are</i>

Improving Digital Marketing Performance | © Marion Di Benedetto

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About Digital Marketing



Digital Marketing includes all **online marketing tactics**
implemented **through digital channels**
to **connect** with your target audiences
and **achieve** business and marketing goals.



Why is Digital Marketing Important?




Business Objectives of Digital Marketing

Digital Marketing makes it easy for your target audience to:

- ✓ **find** your brand
- ✓ **learn** about your solution
- ✓ **engage** with your business
- ✓ **share** about your business

Digital Marketing can be used at **every stage of the customer journey**. From raising awareness to stimulating interest and engagement, to driving conversion and building loyalty and advocacy. And it is **measurable!**

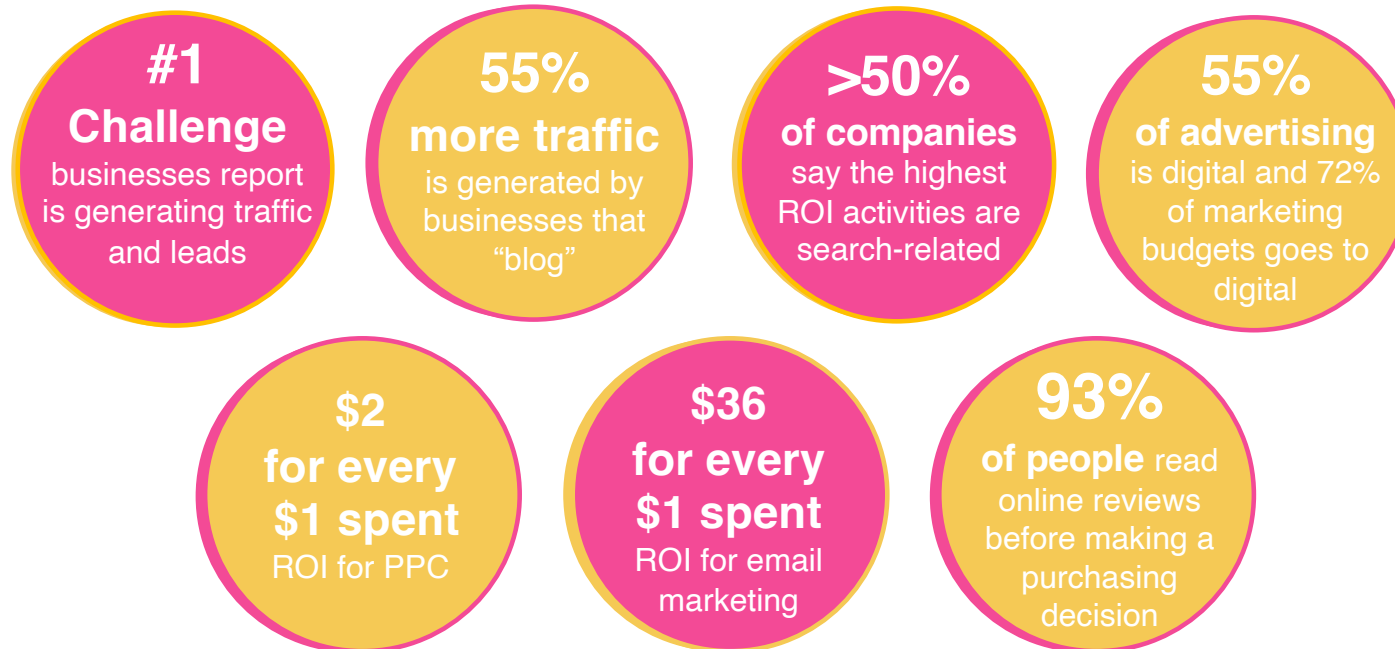
The top 3 benefits of Digital Marketing are:

 <p>Targeting the right audience at the right time</p>	 <p>Being measurable and easy to adapt</p>	 <p>Offering cost efficiencies and high ROI</p>
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Did you know?

Some interesting stats about digital marketing...



Sources:

165 Strategy-Changing Digital Marketing Statistics for 2024, Wordstream
The Ultimate List of Marketing Statistics for 2024, Hubspot



Auditing Your Digital Marketing Performance



Auditing Digital Marketing Performance

What we aim to achieve

- ❑ **Ensuring your core messages are aligned with your brand** and are consistent across all digital channels.
- ❑ **Reviewing and assessing your digital efforts to reach your target audience** via digital channels and adjusting your strategy where relevant.
- ❑ **Building a strong business case** for your digital marketing, considering the alignment with your goals, the alternative options, the cost and benefits.
- ❑ **Monitoring your investments and ROI** closely, adapting strategies and reassigning spending accordingly using an agile methodology.
- ❑ **Keeping track of your digital marketing performance vs marketing goals** and progress towards achieving your overall business goals.





01

Web Presence

How your brand is represented online



1 | Web Presence

How your brand is represented online

Web presence is the digital representation of your business, company brand, and/or personal brand

A business web presence may include a *website, listings in industry directories, social media channels, webinars, activities on forums, recruitment sites, testimonials and reviews...*

A strong web presence increases your chances of **being found, noticed and recognised by your customers.** It supports your market positioning and helps to make you considered and chosen over your competitors.

Ask yourself: ***If you look for your business online, what comes up?***

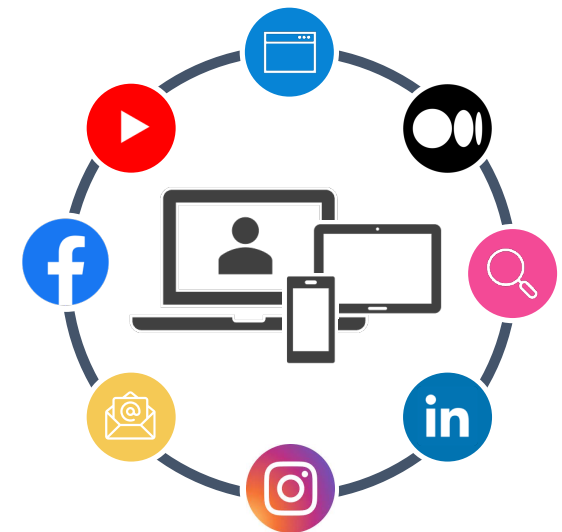


1 | Web Presence

How your brand is represented online

What makes a strong Web Presence

- ✓ **Optimised and easy-to-find digital channels** that promote your brand effectively
- ✓ **Remarkable and memorable digital content** to reach, attract and engage your target audience
- ✓ **Positive and inspiring reviews and testimonials** to raise your business' profile, showcase your business' expertise and build trust and credibility
- ✓ **Third party sites pointing to your site** increasing your online presence and visibility across digital channels and your perceived level of authority





1 | Web Presence

Example - Landcare NSW



google landcare nsw

About 897,000 results (0.77 seconds)

Landcare NSW | Many Hands, One Voice
landcarensw.org.au/

The replication of Landcare in over 20 countries demonstrates how a voluntary, grassroots movement can have global impact. Landcare NSW was established ...
You've visited this page 3 times. Last visit: 26/09/18

About Landcare NSW
We are the representative body of the Landcare movement in ...

Join Landcare NSW
Landcare NSW is divided into 11 regions within which smaller ...

Membership and Insurance
The new Membership and Insurance program is one of the ...

Contact Us
Contact Us. We welcome your feedback, comments and ...

Staff
Adrian comes to Landcare NSW from his previous role as Chief ...

Council Members
Landcare NSW Council Members. There are endorsed regional ...

More results from landcarensw.org.au »

Landcare near you — NSW Landcare Gateway
<https://landcare.nsw.gov.au/groups>

Landcare is a community-based approach to managing and protecting our natural resources – creating more productive and sustainable farms, conserving our ...

NSW Landcare Gateway
<https://landcare.nsw.gov.au/>

Welcome to the new NSW Landcare Gateway. Your gateway to landcare resources and groups around New South Wales. Learn more > ...

Landcare NSW — NSW Landcare Gateway
<https://landcare.nsw.gov.au/groups/landcare-nsw>

Landcare NSW was established in 2007 by Landcarers for Landcarers as the peak representative body for Landcare in NSW, and works with and through these ...

See results about Landcare Australia (Non-profit organizatio... 3/6 Help St, Chatswood NSW 2067

October 2018



Google landcare nsw

About 1,230,000 results (0.46 seconds)

Landcare NSW
<https://landcarensw.org.au>

Landcare NSW: HOME
Landcare NSW is the peak representative body for the community Landcare movement in NSW. The Landcare movement is a community-based approach to managing and ...

NSW Landcare Program
The NSW Landcare Program is a state, regional and local ...

STAFF
Landcare NSW acknowledges the traditional custodians of the ...

Join a Landcare Group
Landcare is a grassroots movement built on communities ...

WHO WE ARE
With thousands of active Landcarers in NSW, Landcare ...
[More results from landcarensw.org.au »](#)

People also ask

- What does landcare Australia do?
- Who owns landcare Australia?
- Who funds landcare Australia?
- Who runs Landcare?

Landcare NSW
4.9 ★★★★★ 8 Google reviews
Non-profit organization in Mascot, New South Wales

Address: Unit 7/56 Church Ave, Mascot NSW 2020
Hours: Closed - Opens 9 am Mon - Updated by phone call 9 weeks ago
Phone: (02) 8339 4816

[Suggest an edit](#) · [Own this business?](#)

Questions & answers
Be the first to ask a question [Ask a question](#)

[Send to your phone](#) [Send](#)

Reviews from the web
5/5 Facebook · 11 votes

February 2025



**How effectively is your brand
represented online?**





1 | Web Presence

What's working

What's not working

What's next

Date: ___ / ___ / _____

How effectively is my brand represented online?





02

Branding and Messaging

*How your target audience
perceives your brand*



2 | Branding and Messaging

How your target audience perceives your brand online

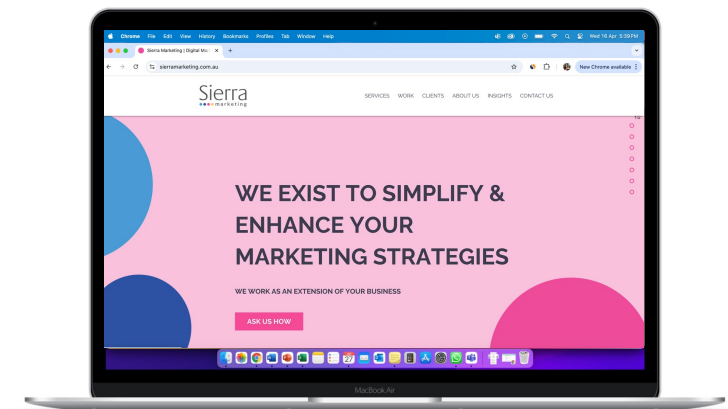
Branding and Messaging are the set of practices that define how your business communicates its brand identity

The concept of branding and messaging includes:

- **The brand strategy:** vision, mission, value proposition, core messages, brand personality, brand attributes, differentiation, tone of voice...
- **The brand style guide:** logo, colour palette, fonts, iconography, imagery, brand applications...

Branding and Messaging is the **approach to communication** your brand uses when communicating with its target audience.

Having distinct branding and consistent messaging across all digital channels is crucial to **enhance brand recognition with a memorable identity that resonates with your audience.**





2 | Branding and Messaging

How your target audience perceives your brand online

What makes strong Branding and Messaging

- ✓ **A solid brand strategy and brand style guide** to ensure consistent branding across all digital channels and to enhance brand recognition and association
- ✓ **Consistent core messages** that deliver your business' purpose, key business attributes and support your value proposition
- ✓ **Engaging content**, including articles, videos, infographics to showcase and support your business' values
- ✓ **Inspiring brand stories** to leverage and enhance the brand's profile and visibility
- ✓ **Communications that resonate** with your target audience and aligns with their needs, drivers and preferences





2 | Branding and Messaging

Example – Artefact Heritage (in confidence)



THEMES	MESSAGES
We are Artefact	We illuminate the past. We inspire the future. We bring our individual passion and purpose to work so we stay true to who we are.
We are professional	We achieve outstanding results in a professional, timely and ethical manner. We communicate honestly. We dare to find creative solutions. We ensure the smooth running of hundreds of projects, for a diverse range of clients, across many sectors.
We are team players	We work and play as a team. We support each other to flourish and have fun along the way. We treat our clients with the same care and respect we treat our team members.
We are experts in the field	We are a team of highly experienced, industry-recognised specialists. We are a leading provider of heritage management and archaeological services. We are experts at balancing the need to respect and protect cultural heritage within the need for development.
We offer a broad range of services	Our services span across all aspects of Aboriginal and historical cultural heritage management and archaeology for a wide range of clients including rural/urban development, mining, transport and healthcare.



**How well does your target audience
understand your brand?**



2 | Branding and Messaging

What's working

What's not working

What's next

Date: ___ / ___ / _____

How well does my target audience understand my brand?





03

Positioning

*How your brand stands
out from the competition*



3 | Positioning

How your brand stands out from the competition

Positioning defines where your business stands in the mind of your target audience in relation to other brands offering comparable solutions to a common problem

A strong positioning starts with benchmarking against alternatives and **making your solution stand out**. This will ensure your target audience sees the benefits of the solution you provide when compared to others.

To be effective, how you position your brand must answer the question: **“why should my audience engage with me?”**.

It must be true to your business and solve a problem for your audience. It must be relevant and differentiate you from your competition.



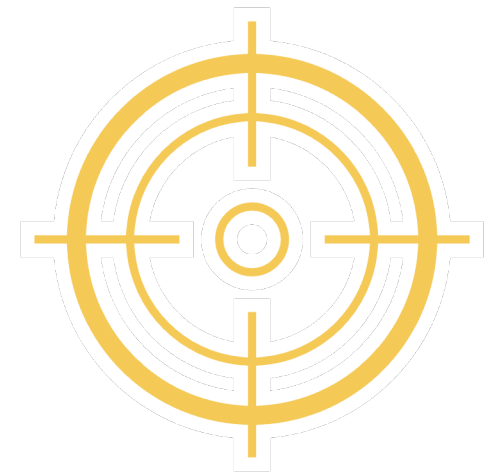


3 | Positioning

How your brand stands out from the competition

What makes a strong Positioning

- ✓ **A clear value proposition** that combines what your business does and how it does it better than anyone else, and what your target audience wants and needs
- ✓ **A clear differentiation** to make your business stand out from the competition and develop a preference in the customers minds
- ✓ **Authoritative content** to position your business as an expert in your field and provide value to your audience
- ✓ **Relevant keywords** that your target audience would use to solve their problem and find your solution





3 | Positioning

Example – Amicus (in confidence)

AMICUS GROUP POSITIONING

Our Value Proposition

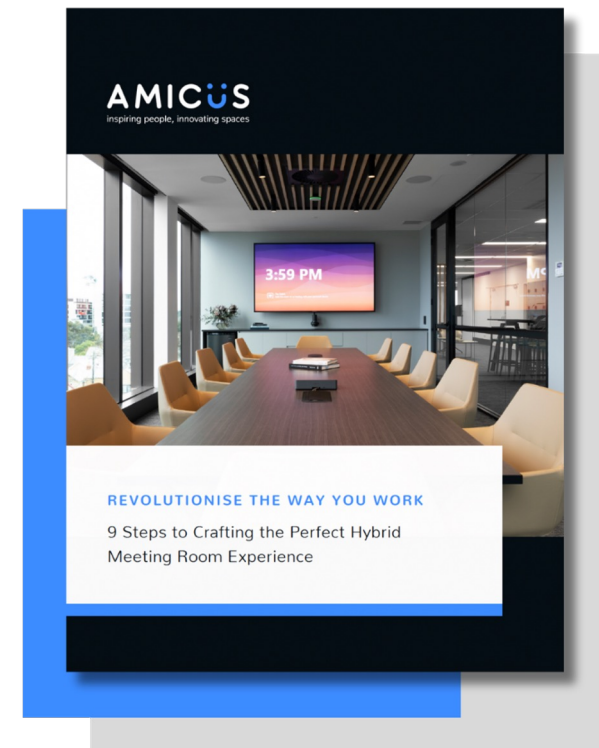
Why our target audience should choose Amicus

We help organisations from all industries in Australia **with** building inspiring and human centred workspaces that attract and retain talent and enhance collaboration and productivity, **succeed by** defining, designing and delivering a range of integrated solutions that includes workplace strategy, design, technology, construction and finance.

Unlike our competitors

Our solutions are deeply integrated, centred on people, space and technology and delivered by a specialised team of workplace strategists, designers and in-house technology experts.

This seamless integration is reflected in the success of our previous projects **as demonstrated by** glowing client testimonials and referrals.





**How differentiated is your brand
when compared to the competition?**



3 | Positioning

What's working

What's not working

What's next

Date: ___ / ___ / _____

How differentiated is my brand when compared to the competition?



04

Search Marketing

*How easily findable your
business is online*



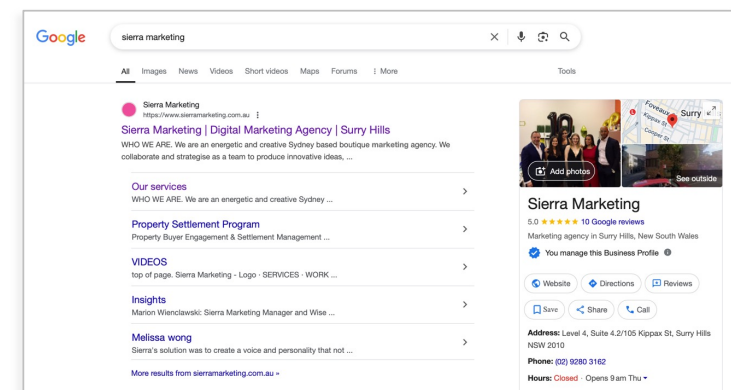
4 | Search Marketing

How easily findable your business is online

Search Marketing is a tactic used to gain online presence and traffic via paid and unpaid strategies with search engines such as Google, Bing, and Yahoo

Search Marketing activities include:

- ✓ **SEO - Search Engine Optimisation**
Gaining search engine rankings via organic actions, such as content marketing (keyword, metadata, backlinks), Google My Business and third party links (backlinks)
- ✓ **SEM - Search Engine Marketing**
Placing listings in search engines via paid advertisements such as Google ads





4 | Search Marketing

How easily findable your business is online

What makes strong Search Marketing

- ✓ **An optimised website** that is credible in the eyes of search engines
- ✓ **A top position in search results** boosting traffic and enhancing your web presence
- ✓ **Links to your website, guest posts and citations on referring sites with high Domain Authority** to reinforce your web presence and increase relevant traffic
- ✓ **A strong Google Business Profile** with positive reviews, images and other relevant information
- ✓ **Relevant keywords** making your content easily findable



4 | Search Marketing

Example – Artefact Heritage



Domain Authority Linking Root Domains Ranking Keywords Spam Score

Bummer! No data found for this domain

7 Total Sites Linking In [?]

This site ranks: **# 6,702,321** In global internet traffic and engagement over the past 90 days

	Search Traffic [?]	Share of Voice [?]
artefact	77.57%	0.17%
archaeological service	15.22%	2.94%
artefacts	7.13%	0.02%

November 2021



Domain Authority Linking Root Domains Ranking Keywords Spam Score

23 161 3 1%

Top Pages by Links

The site's most important pages based on Page Authority (PA), an algorithm of link metrics. [Learn more about Page Authority.](#)

Page/URL	PA
www.artefact.net.au/	34
www.artefact.net.au/whats-on	33
artefact.net.au/	28
www.artefact.net.au/our-team	21
www.artefact.net.au/contact-us	20
www.artefact.net.au/aboriginal-archaeology	20
www.artefact.net.au/publications-and-papers	20

Top Linking Domains

The top linking domains based on Domain Authority (DA), a metric which predicts ranking potential based on links. [Learn more about Domain Authority.](#)

Domain	DA
outlook.com	93
afr.com	87
folkd.com	81
australian.museum	74
icomos.org	64
worldwidetopside.com	62
storeboard.com	62

April 2024



**How easily findable
is your business online?**



4 | Search Marketing

What's working

What's not working

What's next

Date: ___ / ___ / _____

How easily findable is my business online?





05

Social Media

*How your brand is
promoted on social media*



5 | Social Media

How your brand is represented on social media

Social media represents the digital platforms where your audience can communicate, connect and share information

Social Media can be used **to increase brand's reach, appeal and engagement** with a diversity of content and activities such as:

- ✓ Live stories
- ✓ Hashtags
- ✓ Tags and mentions
- ✓ Short videos
- ✓ Influencer marketing
- ✓ User-generated content

Social Media predominantly uses *micro-content* that can be **owned, earned or paid.**



5 | Social Media

How your brand is represented on social media

What makes a strong Social Media presence

- ✓ **Relevant social media platforms** to reach your target audience where they are
- ✓ **Optimised social media account profiles** to build trust and credibility around your brand
- ✓ **An engaged community of followers** across all your social media channels for social proof
- ✓ **Consistent and appealing content** to engage and encourage the audience to take action





**How effectively is your brand
represented on social media?**



5 | Social Media

What's working

What's not working

What's next

Date: ___ / ___ / _____

How effectively is my brand represented on social media?





06

Email Marketing

*How your emails connect
with your target audience*



6 | Email Marketing

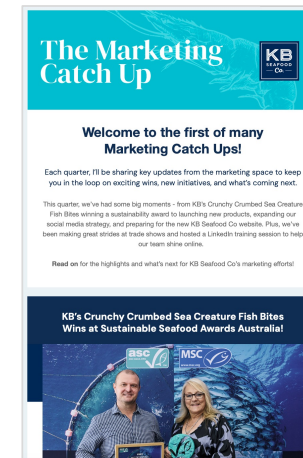
How effectively you connect with your target audience using emails

Through communicating via automated email sequences
email marketing is one of the most effective digital marketing channels

Emails create a **direct, targeted and tailored communication** to engage the audience with a relevant message at the relevant time.

Emails can be organised into **different types** based on the purpose of the communication. This includes:

- ✓ **Newsletter**
- ✓ **Welcome**
- ✓ **Promotion**
- ✓ **Nurture**
- ✓ **Transactional**
- ✓ **Milestone**
- ✓ **Referral**
- ✓ **Survey**
- ✓ **Review**





6 | Email Marketing

How effectively you connect with your ideal customer using emails

What makes effective email communication

- ✓ **A qualified and segmented database** that has agreed to receive your communication
- ✓ **A clear purpose and objective** that defines the suitable email type to use for an effective communication
- ✓ **A strong subject line** attracting the audience's attention and making them want to open the email to learn more
- ✓ **An engaging email body** keeping the audience interested with a relevant message and appealing media
- ✓ **A single call-to-action** encouraging the audience to take action
- ✓ **A sequence of emails** to take your audience on a journey and increase the chances of achieving your desired outcome



6 | Email Marketing

Example – Amicus (in confidence)



Multiple CTAs to Join the Newsletter List

The screenshot shows three separate forms on the Amicus website designed to capture email addresses:

- Form 1:** Located under the heading "Workplace Strategy for Hybrid Working". It includes a "SIGN UP TO OUR NEWSLETTER" prompt, a sub-heading "The Future Workplace in 2023", a short paragraph, and a "SUBMIT" button.
- Form 2:** Titled "Like to learn more?". It features a blue graphic of three curved lines and a question mark. The form asks for "First Name", "Last Name", "Company name", and "Email", with a "GET IN TOUCH" button.
- Form 3:** Titled "Stay up to date!". It includes a sub-heading "Subscribe for the latest resources, news and event updates." and a "SUBSCRIBE" button.

Newsletter

The newsletter email layout includes:

- Header:** "February 2025 Newsletter" and "AMICUS PROJECTS | RESOURCES | CONTACT".
- Personalization:** "Hi there," followed by a welcome message: "Welcome to our February monthly digest!".
- Content:** A paragraph about a new website launch for the T3 Collingwood building, with a "Keep scrolling for more!" prompt.
- Section Header:** "NEW WEBSITE".
- Video:** A video player showing a man in a brown jacket, with a "Watch the video" button below it.
- Section Header:** "Inspiring people, creating experiences, delivering spaces".
- Text:** A paragraph about client listening and the new website, with a "Watch the video" button.
- Footer:** "PROJECT FEATURE" and "PROJECT HANDOVER" sections.






6 | Email Marketing

Example – Amicus (in confidence)

BOOK A FREE CONSULTATION

Creating Immersive & Equitable Meetings

Are you striving to create more immersive, collaborative and equitable hybrid meetings? Do you want everyone to feel equally engaged no matter where they're working from?



Book a free consultation

First Name*

Last Name*

Email*

Phone Number*

Company Name Company Size

SUBMIT

Nurture sequence

DOWNLOAD OUR GUIDE

Small Business Finance Explained!

9 steps to access the right finance for your business

- ✓ A full and simplified explanation of the differences between equity and debt
- ✓ Debt options that exist for small businesses to grow
- ✓ Potential benefits for a small business in using Asset Finance

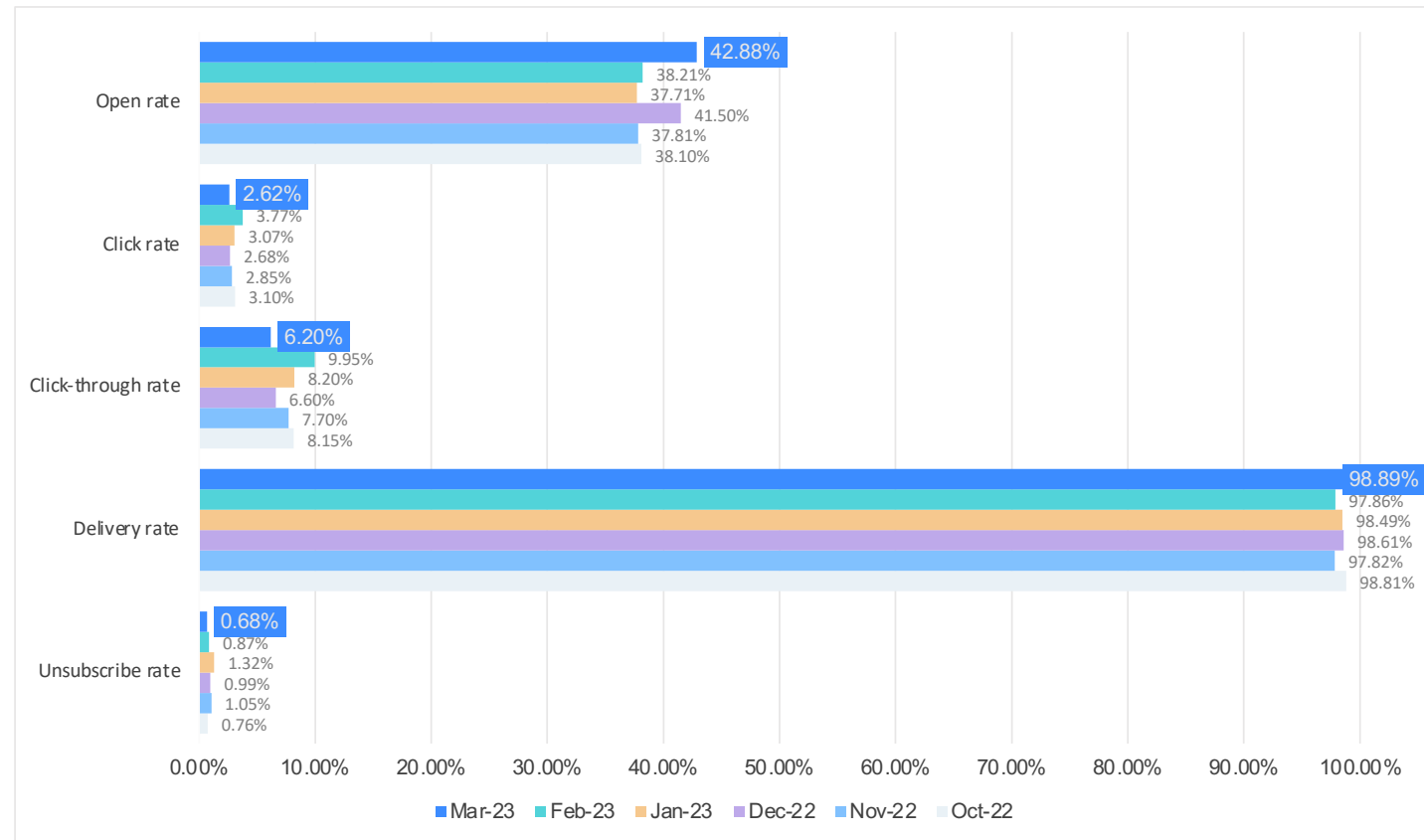
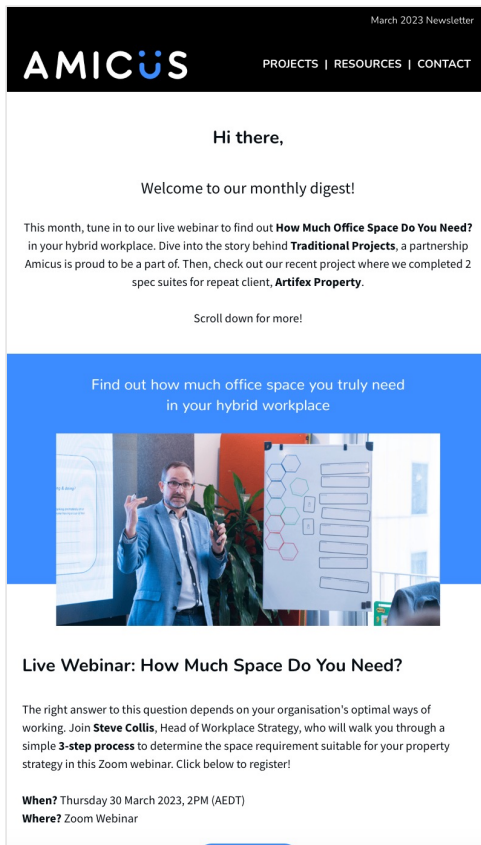


GET YOUR GUIDE NOW



6 | Email Marketing

Example– Amicus (in confidence)





**How well does your brand connect
with your audience using emails?**



6 | Email Marketing

What's working

What's not working

What's next

Date: ___ / ___ / _____

How well does my brand connect with my audience using emails?





07

Digital Content

*How content is used on
your customer journey*



7 | Digital Content

How content is used to reach, attract and engage your audience

Digital content is any piece of media that is produced and shared in a digital form

Digital content can be organised into 3 different types, which form the **digital content hub**: Owned, Earned and Paid media.

A digital marketing plan traditionally includes a combination of the 3 types of content to **ensure that your message is communicated in a cost-effective way** and reaches the target audience.



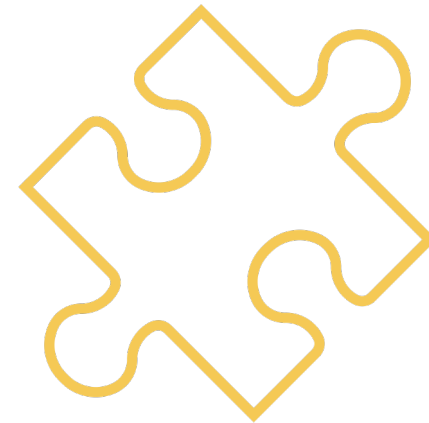


7 | Digital Content

How content is used to reach, attract and engage your audience

What makes high-impact digital content

- ✓ **Strategic and intentional messages** that are aligned with your overall digital marketing objectives using the relevant keywords to make the content findable and relevant
- ✓ **Appealing media** making the content remarkable to attract your target audience's attention and boost brand recognition
- ✓ **Relevant and valuable assets** to demonstrate authority, build trust and credibility, raise interest and encourage advocacy





7 | Digital Content

Example – Amicus



'Rethinking The Workplace' Book

Get a free copy of our book Touchline. Our proprietary blueprint for setting the future of your workplace environment.

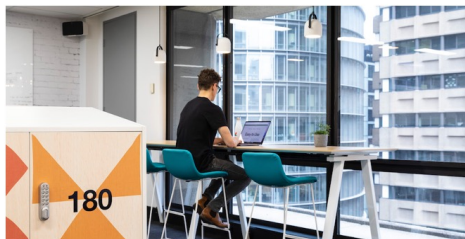
[DOWNLOAD BOOK](#)



M&C Saatchi Case Study

Learn how we helped M&C Saatchi save \$20 million in property costs.

[DOWNLOAD CASE STUDY](#)



Intro to ChatGPT for Workplace Change Leaders

A live demo of Artificial Intelligence Chatbot, ChatGPT to explore its relevance for leaders of workplace change.

[WATCH FREE WEBINAR](#)



Free Office Space Calculator

Use a calculator to get a quick idea of how much office space you need and your potential savings.

[DOWNLOAD CALCULATOR](#)



7 | Digital Content

Example – Amicus



BLOG

How your hybrid office design can entice staff back to the office – or keep them away

DOWNLOAD OUR GUIDE

Small Business Finance Explained!

9 steps to access the right finance for your business

- ✓ A full and simplified explanation of the differences between equity and debt
- ✓ Debt options that exist for small businesses to grow
- ✓ Potential benefits for a small business in using Asset Finance

GET YOUR GUIDE NOW

AMICUS FINANCE

SMALL BUSINESS FINANCE EXPLAINED!
9 steps to help you discover and access the right finance for your business.



How impactful is your digital content?





7 | Digital Content

What's working

What's not working

What's next

Date: ___ / ___ / _____

How impactful is my digital content?





08

Marketing Management

*How effective your systems,
KPIs and reports are*



8 | Digital Marketing Management

How effective your systems, KPIs and reports are

To optimise your digital marketing performance, it is essential to consistently **measure** the performance of all content and channels of your digital plan, and **adapt accordingly**.

What makes effective digital marketing management:

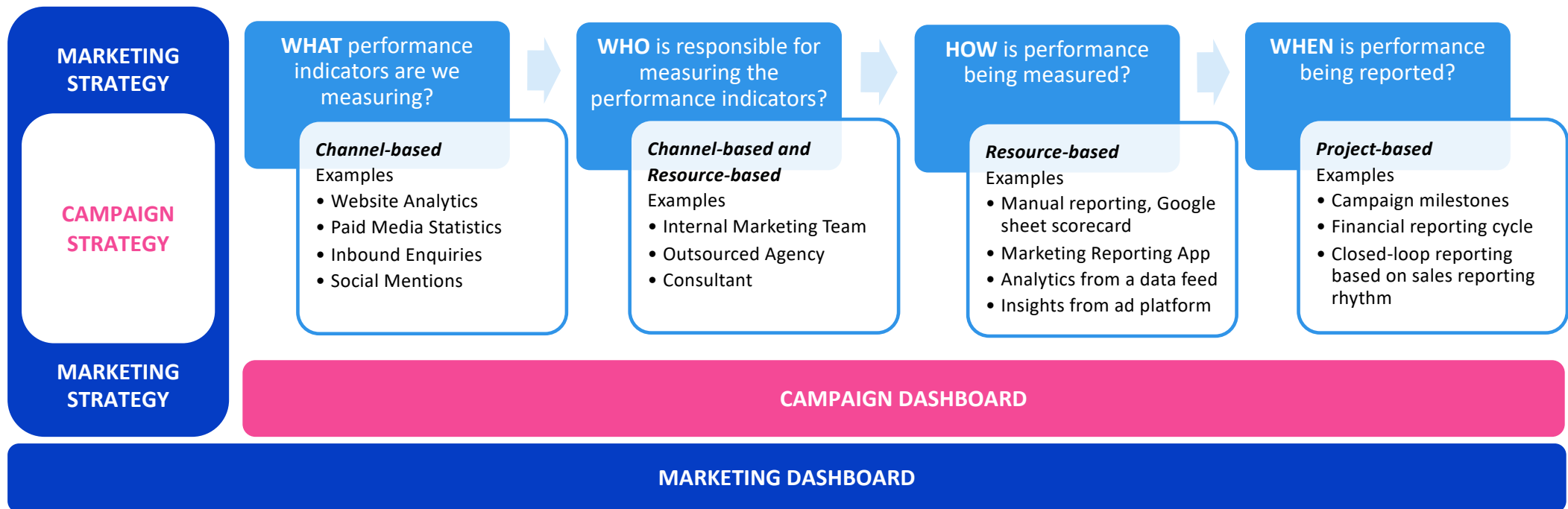
- ✓ **A clear digital marketing plan** that supports the overall business strategic intent
- ✓ **An agile methodology** to review and assess performance and adapt quickly and easily
- ✓ **Efficient monitoring tools** to measure success
- ✓ **Systemised reporting** to monitor performance
- ✓ **Clear accountabilities and effective allocation of resources** including finances and human resources





8 | Digital Marketing Management

Measuring performance





8 | Digital Marketing Management

Measuring performance

Example of Digital Marketing KPI and Measurement Tools:

Key Performance Indicators (KPI)	Measurement tools
◆ Strength, sentiment, passion and reach of social mentions	Social Media Insights
◆ Online reviews	Google, Social Media, Recruitment sites
◆ Global popularity and web reputation of your website	Google Analytics, SEO software
◆ Keywords performance	Google Analytics, SEO software
◆ Website traffic and engagement	Google Analytics
◆ Followers and reach of your social media channels and posts	Social Media Insights
◆ Backlinks counts	Google Analytics, SEO software



8 | Digital Marketing Management

Example – Amicus (in confidence)



MARKETING REPORT

Our Marketing Report is a tool that consolidates the key highlights and insights from the marketing activities completed the month before.

The marketing activities in this report include:

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Email Marketing (Newsletter)
- Social Media
- Digital Campaigns
- Content Production

This report is here to ensure our marketing activities are consistent and aligned with our overall marketing strategy, measure our progress and identifies opportunities towards achieving our strategic intent.

AMICUS

AMICUS GROUP MARKETING REPORT

PERFORMANCE DASHBOARD

HOW ARE OUR MARKETING ACTIVITIES CONTRIBUTING TO ACHIEVING OUR MARKETING PLAN

AMICUS

Marketing Objectives Progress Tracker

Reach & Appeal	Engage	Convert	Re-Engage	
Stranger	Visitor	Prospective Client	Client	Promoter
900 organic web sessions 762 organic users	2 page visits/session	17 organic search conversions	79 referral sessions	
47,892 impressions	1,775 clicks 1,590 web sessions	40 conversions	42 social media shares	
884 email opens	72 contacts clicked 4 web sessions			
19,728 social media impressions	4,431 interactions 234 web sessions			

SEO SEM Email Social

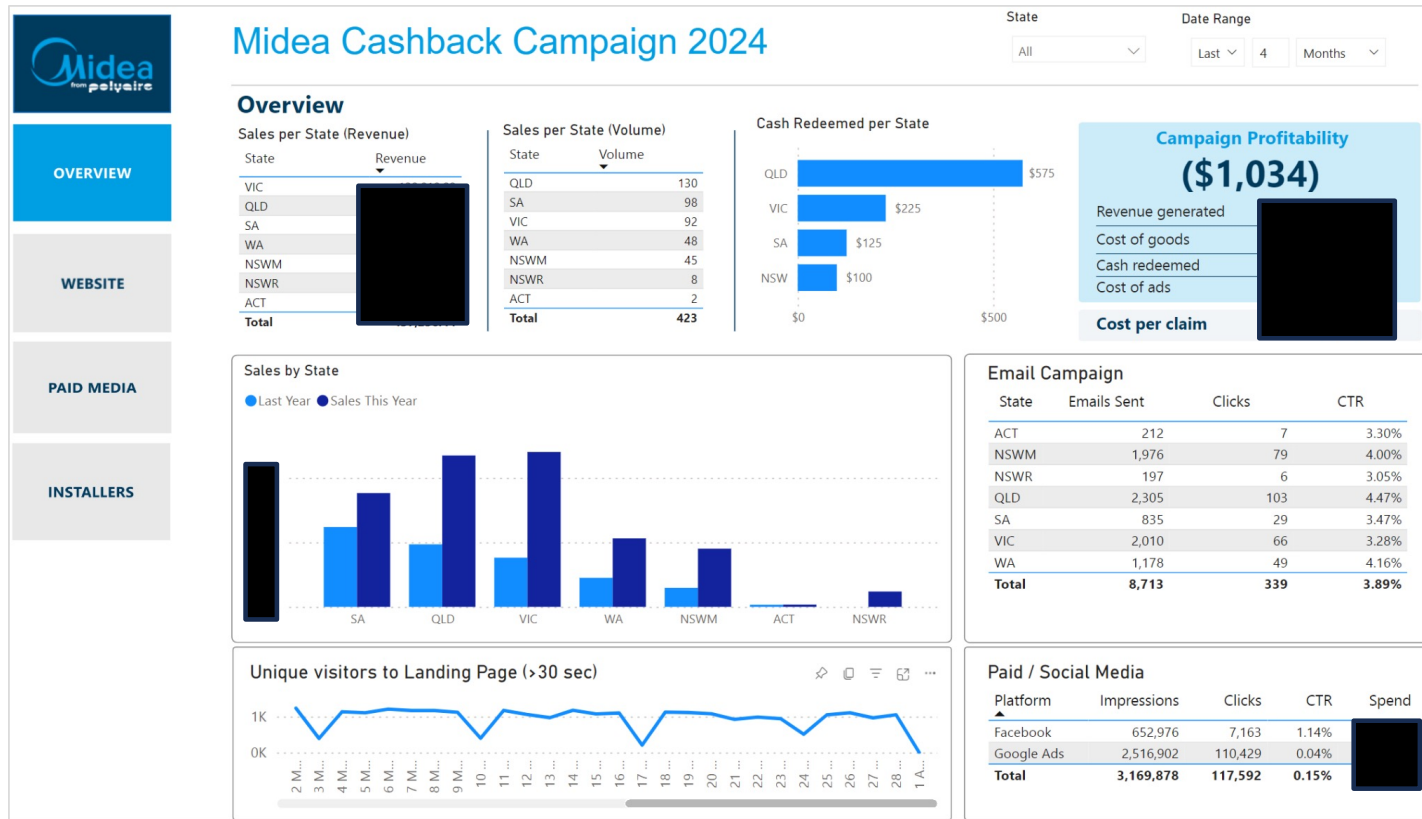
AMICUS GROUP MARKETING REPORT

19



8 | Digital Marketing Management

Example – Polyaire (in confidence)





**How effective is your
digital marketing management?**



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What's working

What's not working

What's next

Date: ___ / ___ / _____

How effective is my digital marketing management?





**How will you ensure the success
of your Digital Marketing activities?**





My Digital Marketing Performance Assessment

Web Presence	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Branding and Messaging	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Positioning	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Search Marketing	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Social Media	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Email Marketing	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Digital Content	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Marketing Management	<input type="radio"/> <input type="radio"/> <input type="radio"/>
OVERALL DIGITAL MARKETING PERFORMANCE	<input type="radio"/> <input type="radio"/> <input type="radio"/>

Notes

Date: ___ / ___ / _____

Digital Marketing Performance CHECKLIST



Web Presence

- My digital channels are optimised and easy to be found
- My digital content is remarkable and memorable
- My business has positive and inspiring reviews and testimonials

Branding and Messaging

- My brand identity is consistent branding across all channels
- My core messages deliver my business' value proposition
- My content is engaging and supports my business values
- My brand stories adds value and increase brand profile and visibility

Positioning

- My USP combines what my business does and what my target audience wants
- My business stands out from the competition
- My content positions my business as an expert in my field
- My content uses relevant keywords

Search Marketing

- My website is optimised and credible in the eyes of search engines
- My website is placed in the top search results boosting traffic and enhancing my online presence
- I have links to my website and citations on referring sites that aims to increase relevant traffic
- My content uses relevant keywords making it easily findable

Digital Marketing Management

- I have a clear digital marketing plan that supports my business strategic intent
- My team uses an agile methodology to adapt quickly

Social Media

- My brand is present on relevant social media platforms
- My social media account profiles are optimised to build trust and credibility around my brand
- I have an engaged community of followers across all social media channels
- My content is consistent and appealing, it engages and encourages the audience to take action

Email Marketing

- My email communication has a clear purpose and objectives that define the suitable email type to use for an effective communication
- My subject lines are catchy, attracting the audience's attention and making them want to open the email to learn more
- My email body is engaging and keep the audience interested with a relevant message and appealing media
- My email has a single call-to-action encouraging the audience to take action

Digital Content

- My messages are strategic and intentional, they are aligned with my overall digital marketing objectives using relevant keywords
- My content has appealing media making it remarkable to attract my audience's attention and boost my brand recognition
- My assets are relevant and valuable demonstrating my brand's authority, building trust and credibility and stimulating interest

- My business uses efficient digital monitoring tools to measure success
- My team uses systemised reporting to monitor performance
- My team has clear accountabilities and effective allocation of resources



What is your game changer?





Identifying your Game Changer

What will have the greatest impact on your business right now?

Your game changer is the **one goal** that would have the most positive impact on your business.

To identify your game changer:

- ◆ Review your performance assessment against the goal you originally set
- ◆ Ask your team and/or key stakeholders

Pick one goal to start working towards!

Set a date for completion.

Add what you need to support your game changer.

Manage using an agile methodology.

My Game Changer



What is my game changer? The goal that would have the most positive impact on my business right now.

What actions will I take to achieve my game changer? Marketing activities, staff engagement, capability development...

MY GAME CHANGER

Due date:



What's Next





What's Next

Improving your digital marketing performance

- ❑ **Review your digital marketing performance with your team**
And assess it against your marketing and business goals
- ❑ **Identify the measures of success for your Digital Marketing**
By having a strong plan, setting clear KPIs, and having systems in place
- ❑ **Explore marketing activities and pick your game changer**
Specifically to achieve your marketing and business goals
- ❑ **Allocate relevant resources and capabilities**
To deliver the activities and manage the plan's performance

AND GET YOUR TEAM BEHIND YOUR PLAN!



Auditing your Digital Marketing Performance



And picking your game changer...

01

Web Presence

How your brand is represented online

02

Branding and Messaging

How your target audience perceives your brand

03

Positioning

How your brand stands out from the competition

04

Search Marketing

How easily findable your business is online

05

Social Media

How your brand is promoted on social media

06

Email Marketing

How your emails connect with your target audience

07

Digital Content

How content is used on your customer journey

08

Marketing Management

How effective your systems, KPIs and reports are

Business Case – *Are your current digital marketing activities effective for your business?*

THANK YOU!



Let's Connect!



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If you have any questions,
or need further support for your business, contact us via:

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