

# Digital Marketing and Campaigns

# Ways of Working

100% confidentiality

No multi-tasking – be fully present

Arrive on time and stay for the whole meeting

Commit to asking questions, listening & being non-judgemental

Sharing the air space

Implement agreed actions (Do what you say you will do)

Feedback at the following session

Complete all participant surveys at the end of each session

Philosophy –

“The knowledge is in the room, let’s learn from others and share”



# What we will cover?

- Goals for your digital marketing campaign
- Meta Business Suite
- Meta Ads Manager
- Google Business Profile
- Google Analytics
- Google Ads
- Over to you...



## Key Elements of a Successful Campaign

**Goals:** what do you want to achieve?

**Audience:** who are you targeting?

**Messaging:** what is your core message?

**Channels:** how will you reach your audience?

**Metrics:** How will you measure success?



## Steps to Plan a Campaign

Define the campaign objective

Develop your message and creative materials

Select the best channels for your audience

Launch the campaign and monitor progress

Analyse results and refine your approach



## Example PT Campaign

**Goal:** To achieve 5 sign ups in January

**Audience:** Young professionals aged 25-45 who value fitness and convenience

**Messaging:** “ Your fitness journey starts here! Sign up now and get your first month free”

**Channels:** Run Google Ads targeting local searched, post videos of fitness classes on socials , distribute flyers

**Metrics:** Track the number of new sign-ups, website traffic and social media engagement

# What could I include in my Marketing Plan Template?



## 1. Marketing Strategy (4Ps)

- Define your approach to Product, Price, Place, and Promotion.
- Product: Focus on the key features and benefits of your offering.
- Price: Set competitive pricing that reflects value and
- Place: Identify where your customers will access your products.
- Promotion: Use low-cost strategies like: Social Media Marketing: Instagram and Facebook posts with engaging visuals.

## 2. Metrics & Performance Tracking

Metric	Target	Tracking Tool
Website Traffic	500 visits PCM	Google Analytics
META 'Reach'	1000 PCM	META Business Suite
Email Subs	1 new sub a day	MailChimp

## 3. Marketing Channels

- Purpose: Identify and prioritize cost-effective platforms to reach your audience.
- Social Media: Focus on platforms like Instagram and Facebook for free organic reach.
- SEO: Optimize your website with local keywords like "best café in [city]."
- Email Marketing: Collect emails and send newsletters with promotions and updates.
- Networking: Join local business groups or attend community events to make connections.
- Print Materials: Use flyers or posters in high-traffic areas like libraries or gyms.

## 4. Timelines

Month	Activity	Outcome Goal
1	Launch social media profiles, distribute flyers	Gain 100 followers
2	Run referral program and track results	Get 10 new customers
3	Host a local event and collect feedback	Build community ties

## 5. Campaign Examples

- Purpose: Showcase a sample campaign using the marketing plan.
- Example Campaign:
- Objective: Increase foot traffic by 20% in 3 months.
- Message: "Start your day right with freshly brewed coffee and a free pastry"
- Channels: Instagram ads, flyers at local offices, and an email to your subscriber list
- Budget: £1 a day for Instagram ads, £20 for flyers
- Metrics: Track the number of redemptions and social media engagement

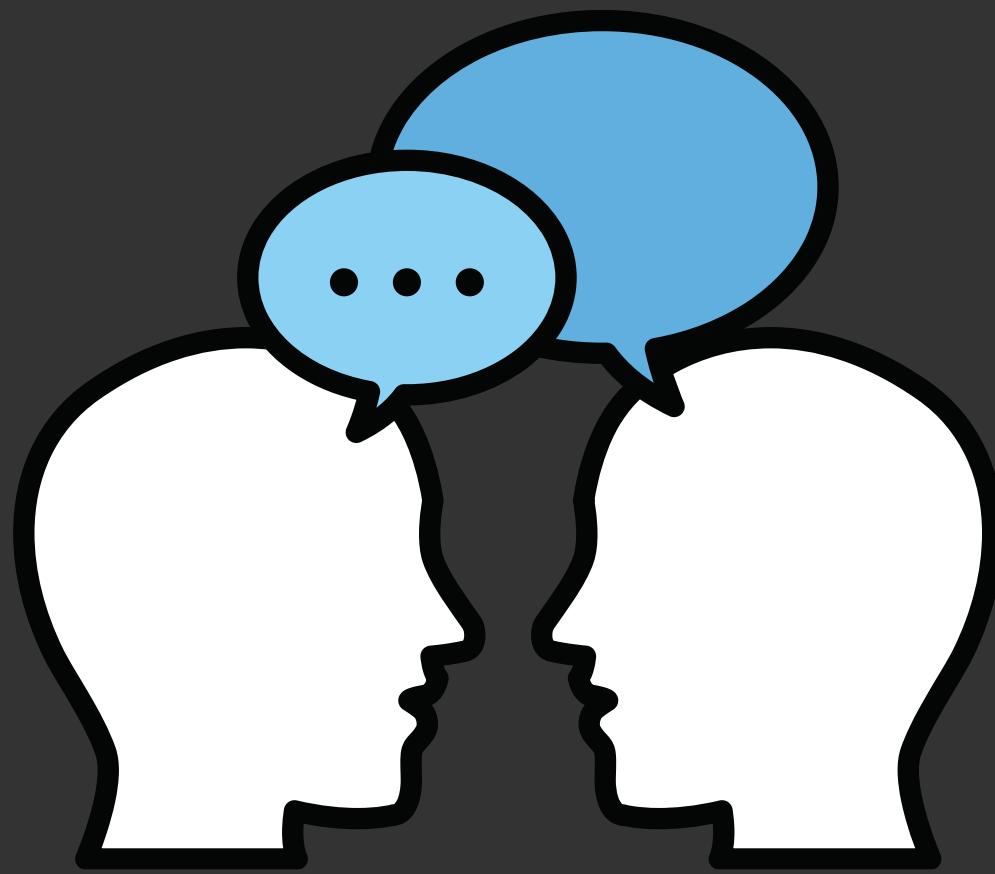
## 6. Review & Adjustments

- Purpose: Plan for periodic evaluations and updates.
- Template Example:
- Monthly Review: Evaluate campaign metrics and audience feedback.
- Adjustments: Tweak underperforming strategies and double down on successful ones.

# What To Include In Your Marketing

- Clear brand identity
- Contact information
- Value proposition
- Call to Action (CTA)
- Unique selling points (USPs)
- Visual elements

1. Testimonials and reviews
2. Key messages
3. Target audience
4. Promotions and offers
5. Legal and compliance information
6. Offline contact information
7. Social proof
8. Storytelling element



# Activity

Start to draft your own marketing plan.

Take some time to identify your:

- Goal
- Audience
- Messaging
- Channels
- Metrics





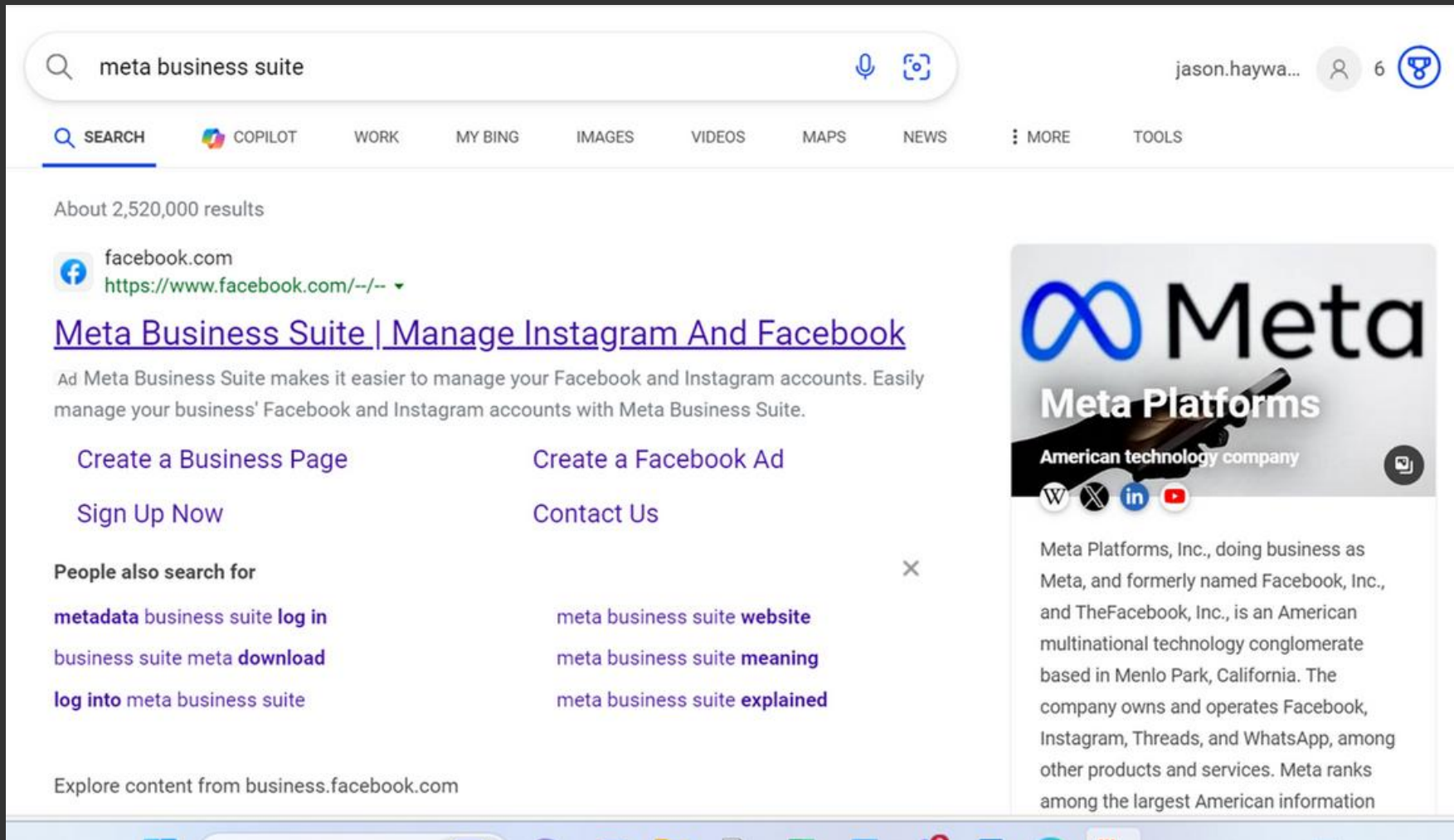
# Email Marketing

## Email Marketing Performance

- Email marketing ROI in the UK averages **£42 for every £1 spent**.
- Approximately **47%** of UK consumers made a purchase after receiving a marketing email.
- **Open rates:** Personalised emails—**29.3%**, non-personalised—**23.9%**; average open rate overall is **21.8%.**[Avasam](#)
- **78%** of UK marketers say email is **critical** to their business strategy

# Email Marketing

Platform	Best For	Key Features	Free Plan Available
Mailchimp	Small to medium businesses	Drag-and-drop editor, automation, templates, audience segmentation, analytics	✓ (up to 500 contacts)
MailerLite	Startups & creators	Clean UI, automation, landing pages, surveys, segmentation	✓ (up to 1,000 subscribers)
Moosend	Budget-conscious users	Automation, ecommerce features, A/B testing, reporting	✓ (14-day free trial)
Brevo (formerly Sendinblue)	Transactional emails & CRM combo	SMS + email, automation workflows, real-time analytics, CRM tools	✓ (up to 300 emails/day)
ConvertKit	Creators, bloggers, coaches	Visual automation, tagging, forms, landing pages	✓ (up to 1,000 subscribers, limited features)
ActiveCampaign	Advanced automation & CRM	Email + CRM, dynamic content, predictive actions	✗ (14-day free trial)
HubSpot Email	Integration with CRM	Smart content, personalization, analytics, seamless CRM sync	✓ (limited CRM plan)
GetResponse	Ecommerce & webinars	Marketing automation, webinars, autoresponders, A/B testing	✓ (up to 500 contacts)
Campaign Monitor	Agencies & design-heavy campaigns	Branded templates, visual builder, segmentation, analytics	✗ (Trial only)
Klaviyo	Ecommerce (Shopify, WooCommerce)	Powerful automation, customer data sync, SMS	✓ (up to 500 emails/month)



## Meta Business Suite

Facebook & Instagram  
Search for it and make sure you set it  
up

Ideal for scheduling

Good Analytics

Can use APP

Save link as favourite

Meta Business Suite

LS BA

Home

Notifications

Ads Manager

Inbox

Content

Planner

Ads

Insights

All tools

Search

Get started

Settings

Help



Make a strong first impression with new audiences by adding a cover photo. [See how to choose the best cover photo.](#)

Add cover photo



LS BA

LS BA

[Connect Instagram](#)

Facebook followers

0

Create post

Create ad

Create reel

Create story

More

Get familiar with Meta Business Suite



Steps to get started  
0 of 4 steps completed

[See all steps](#)



Incomplete

Connect an Instagram profile

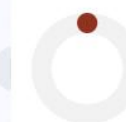


Incomplete

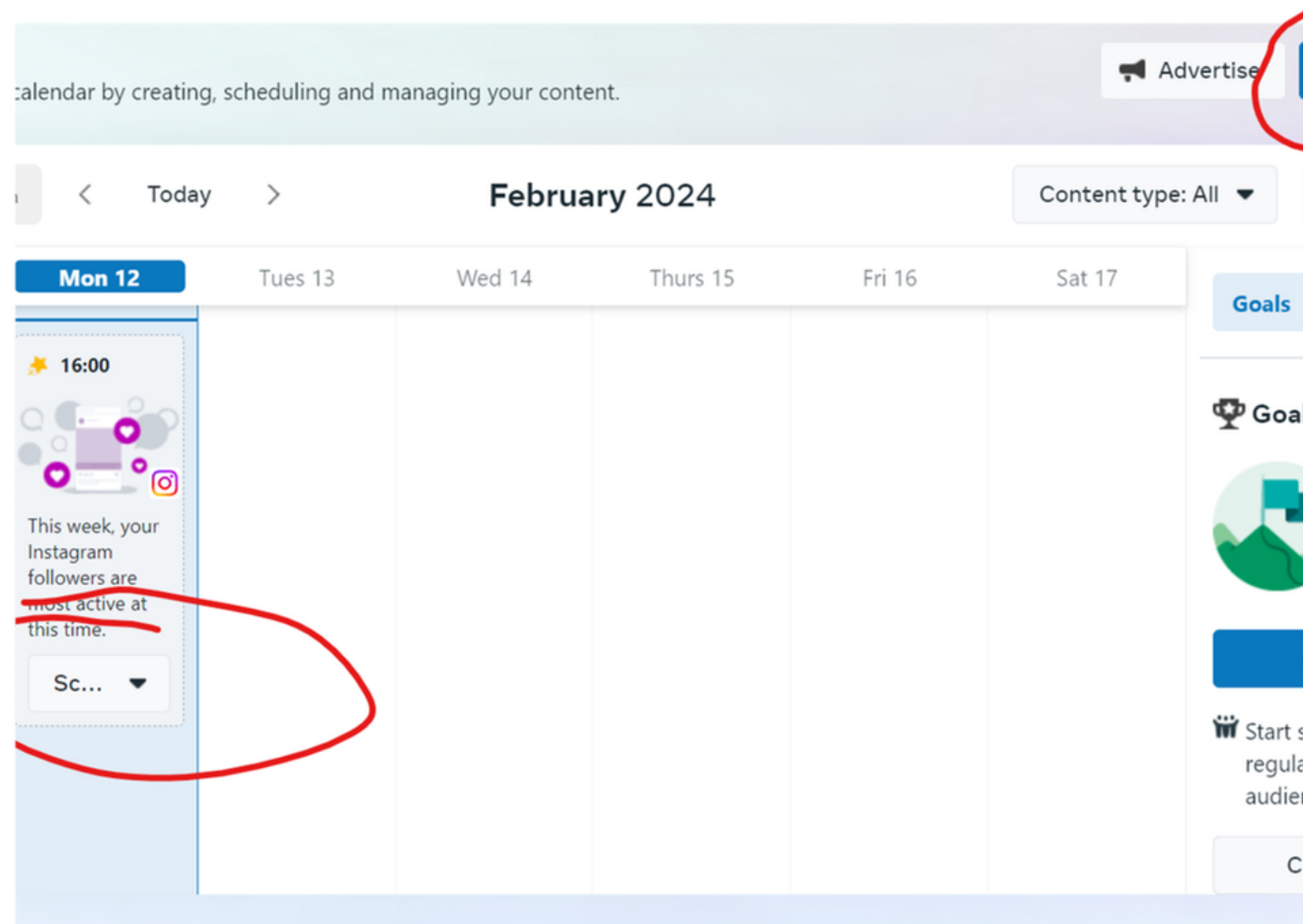
Create a post



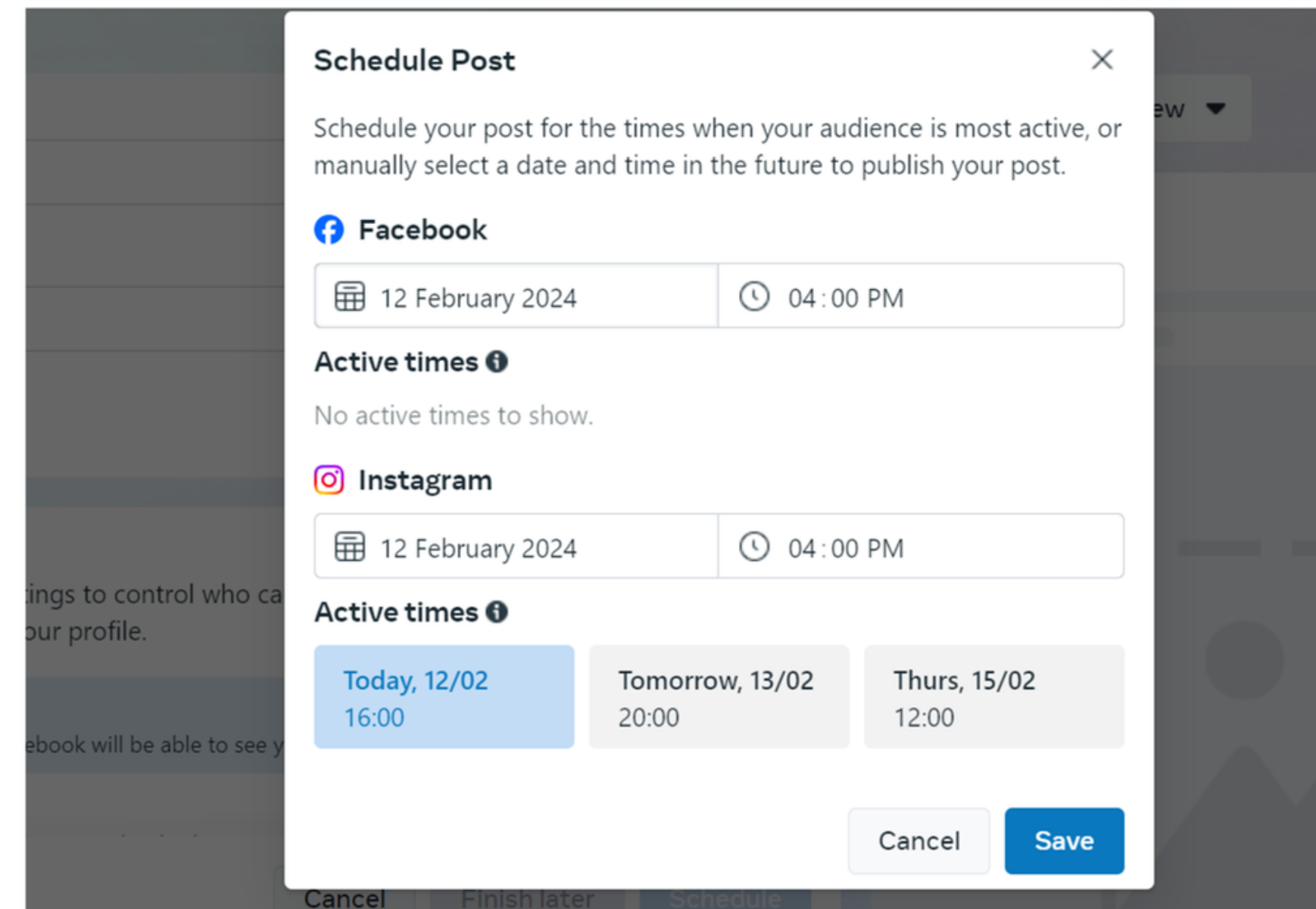
Reply to messages



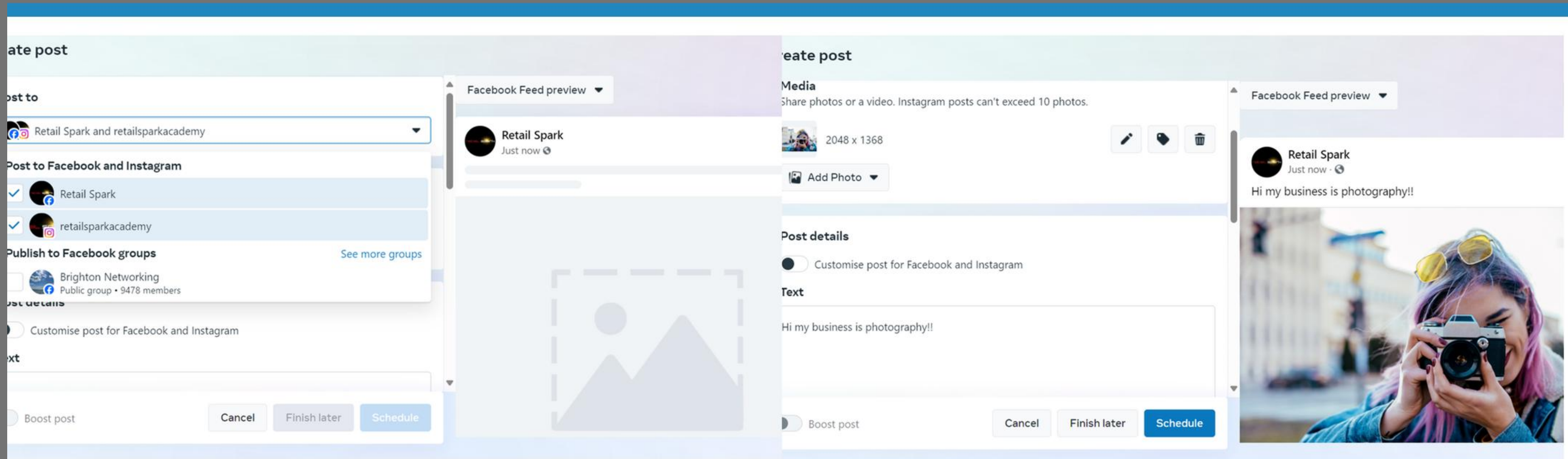
Get Started on Meta Business Suite  
0 of 4 steps completed



3. Click to schedule

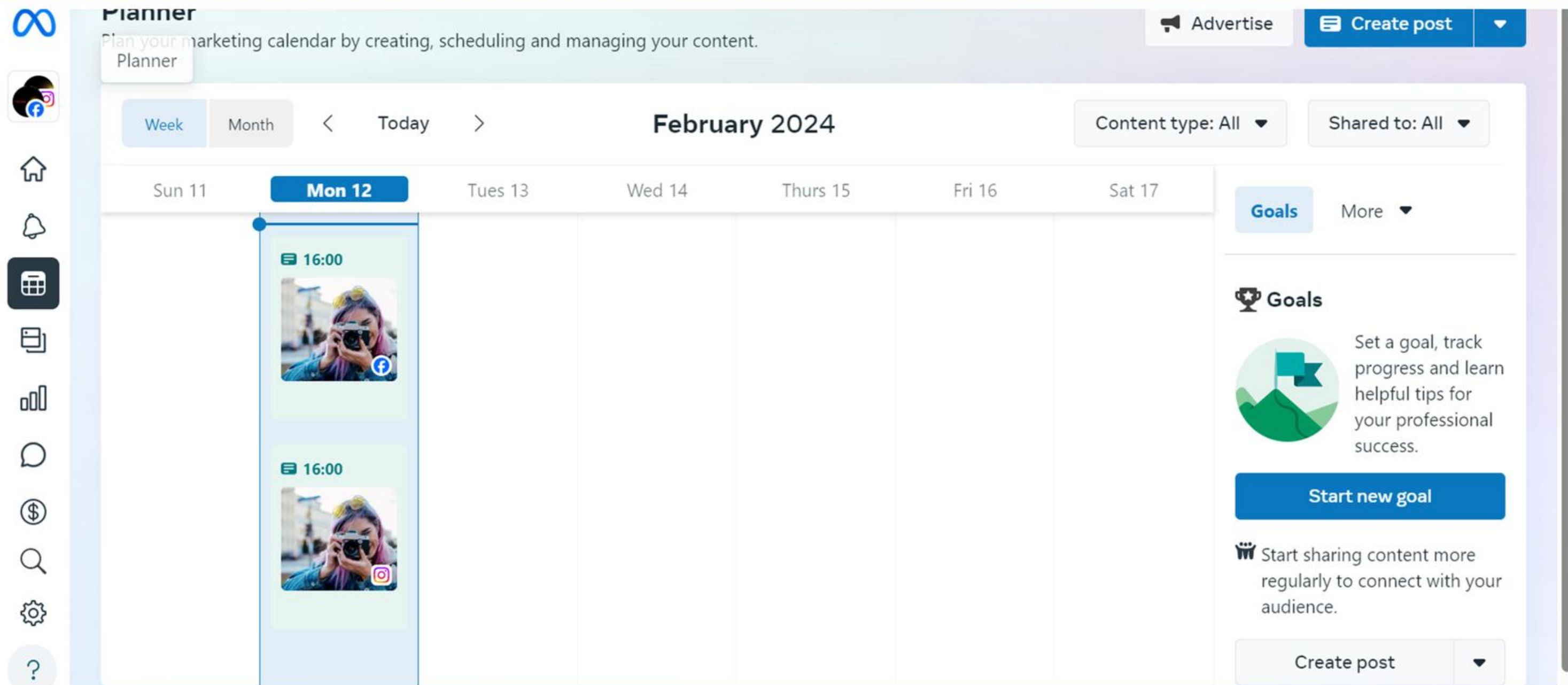


4. Choose most active times and click save

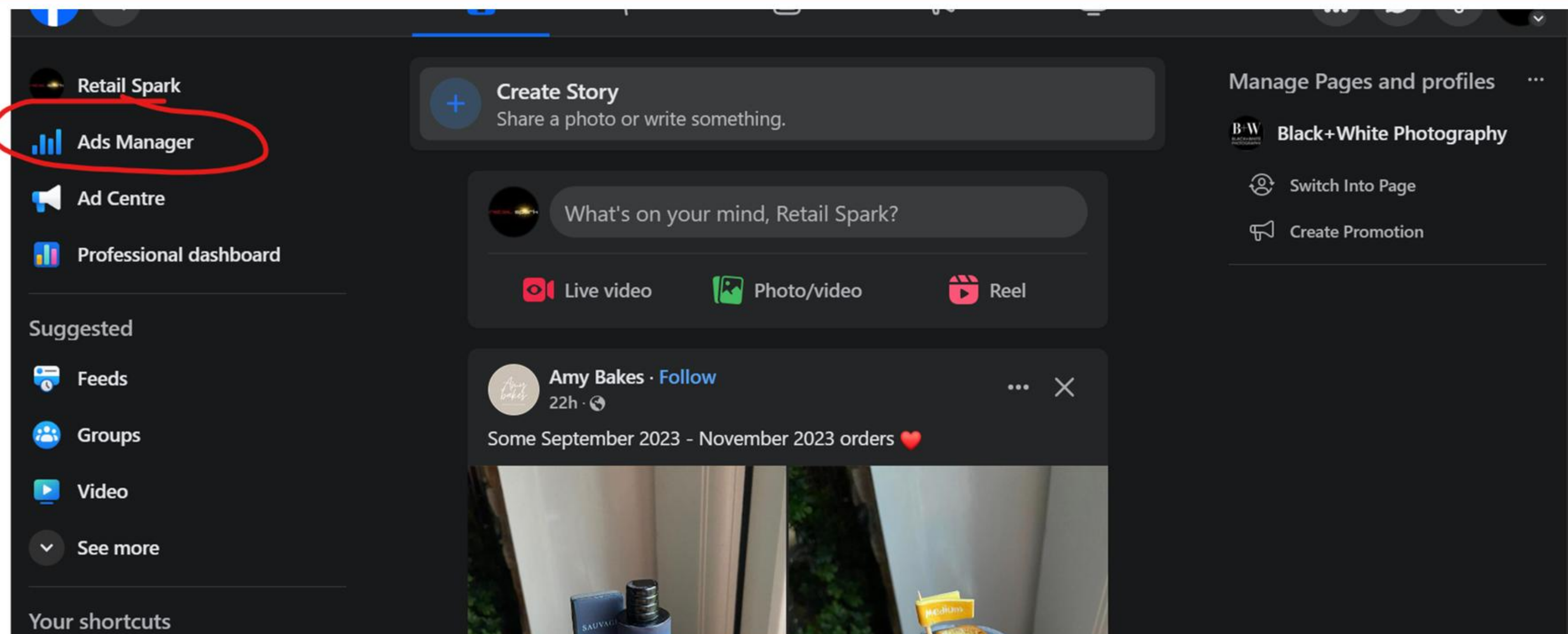


5. Choose FB or Instagram

6. Upload images & add all text. Right side view shows final



7. Simple view of scheduled, easy drag option for posts scheduled too



8. For Facebook & Instagram paid promotions set up Meta Ads Manager  
Click on the link shown

Account overview

Good afternoon, Jason  
Here's what's happening with your account today.

Campaign trends Last 7 days

Campaign	Results	Status
Oct tets 2022 In draft	0	This campaign is a draft and has no results yet.
November ad In draft	0	This campaign is a draft and has no results yet.
New Traffic campaign In draft	0	This campaign is a draft and has no results yet.
Advantage+ shoppi... In draft	0	This campaign is a draft and has no results yet.

Active campaigns 0

Last 7 days

Amount spent £0.00

Percentage spent in learning phase 0%

Default landing page Off

Automatically apply delivery recommendations

Enable automatic adjustments

gns

Discard Drafts Review and publish (16)

Search and filter This month: 1 Feb 2024 - 8 Feb 2024

Campaigns Ad sets Ads

View Setup

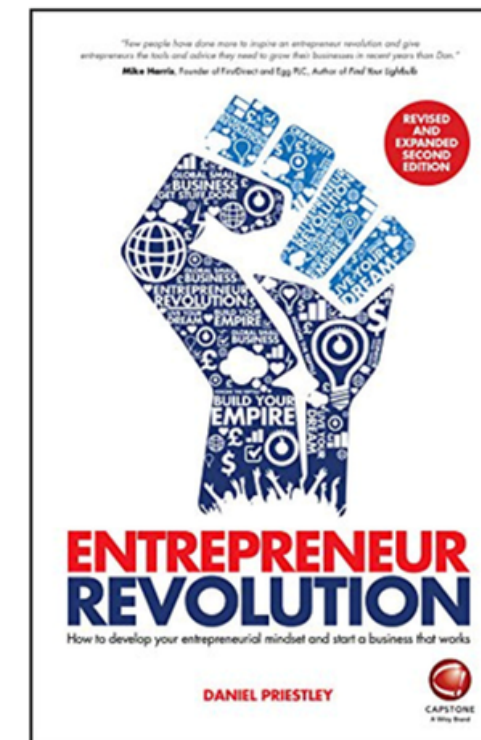
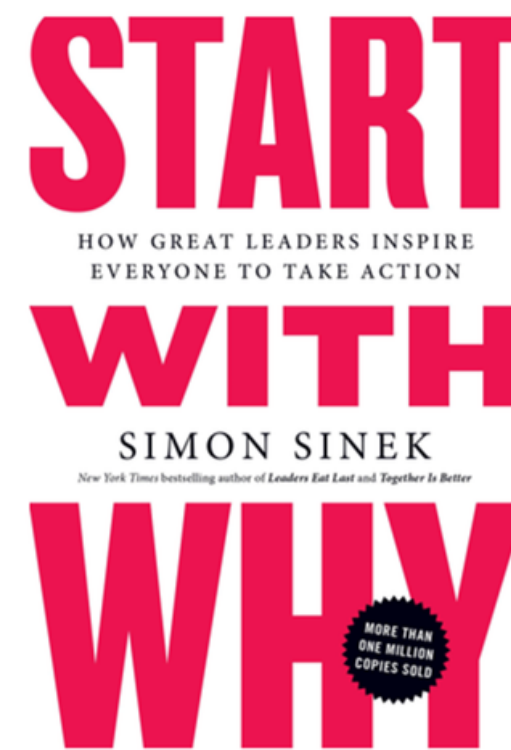
On/Off	Campaign	Delivery	Bid strategy	Budget	Attribution setting
<input checked="" type="checkbox"/>	Tailored messages campaign 04/...	In draft	Using ad set bid ...	Using ad set bud...	—
<input checked="" type="checkbox"/>	Advantage+ shopping campaign ...	In draft	Using ad set bid ...	Using ad set bud...	—
<input checked="" type="checkbox"/>	New Traffic campaign	In draft	Using ad set bid ...	Using ad set bud...	—
<input checked="" type="checkbox"/>	November ad	In draft	Using ad set bid ...	Using ad set bud...	—
<input checked="" type="checkbox"/>	Oct tets 2022	In draft	Using ad set bid ...	Using ad set bud...	—
Results from 91 campaigns					Multiple attrib...

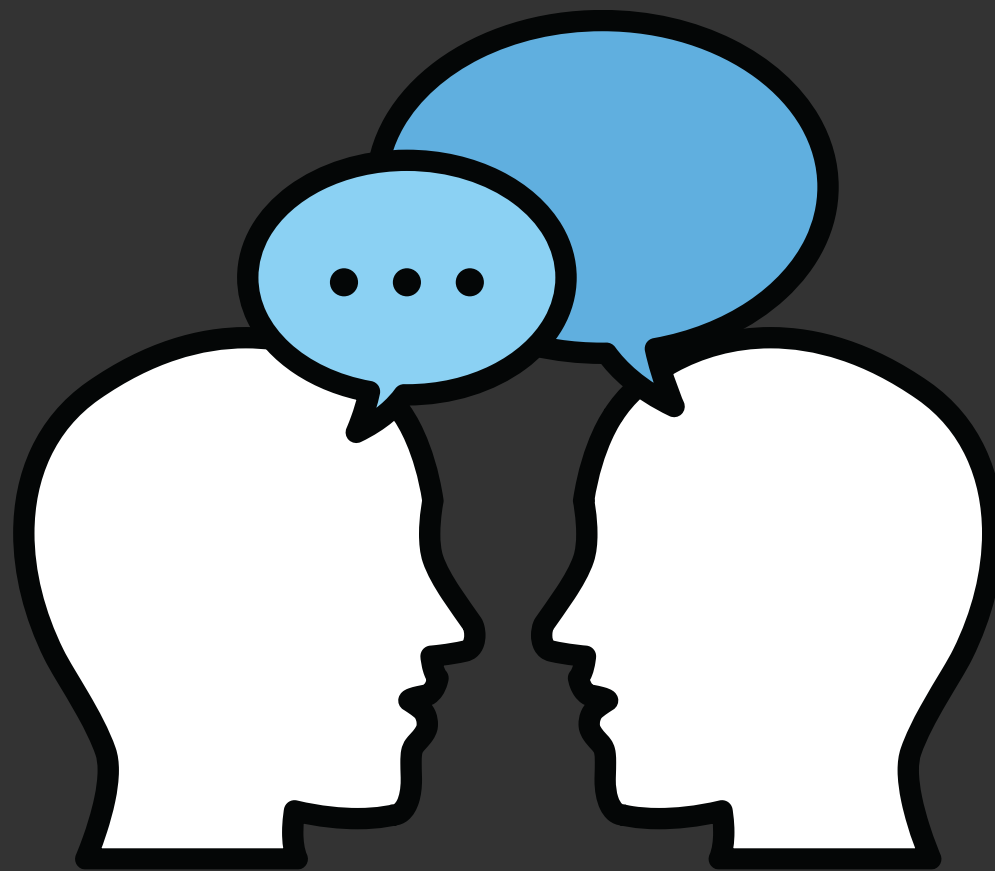
9. Click here  
'Campaigns'

See campaign dashboard  
for creating & monitoring  
Save as favourite for easy link

# Some great pages for guidance on algorithm, and digital marketing, and marketing

The Social Paige	<a href="https://www.instagram.com/thesocialpaige/">https://www.instagram.com/thesocialpaige/</a>
The Marketing Club	<a href="https://www.instagram.com/_themarketingclub/">https://www.instagram.com/_themarketingclub/</a>
Natasha Adefala	<a href="https://www.instagram.com/my247virtualassistants/">https://www.instagram.com/my247virtualassistants/</a>
Stewart Gauld - Youtube tutorials	<a href="https://www.youtube.com/@StewartGauld/search?query=content%20creation">https://www.youtube.com/@StewartGauld/search?query=content%20creation</a>





# Activity

**Let's utilise the time we have now – to have a play around with what we have learnt above**

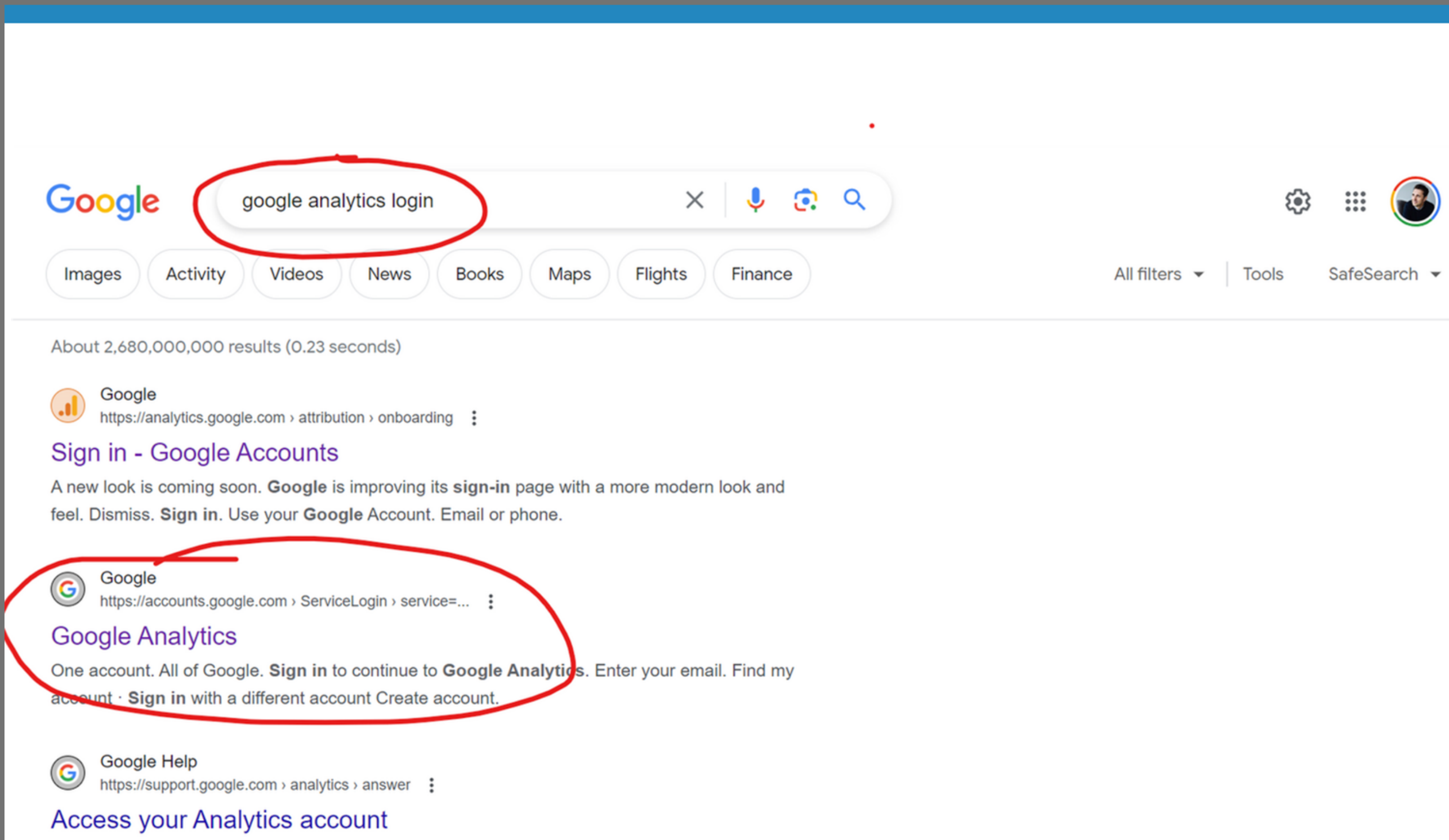
- **In pairs**
- **15 mins**
- **Look to use the Meta tutorial, or the resources discussed to add to your own marketing plans**



## Analytics and SEO



# Google Analytics



The screenshot shows a Google search interface. The search bar at the top contains the text "google analytics login" and is circled in red. Below the search bar, there are several navigation buttons: Images, Activity, Videos, News, Books, Maps, Flights, and Finance. To the right of these buttons are links for "All filters", "Tools", and "SafeSearch". Below the search bar, the search results are displayed. The first result is from Google, with the URL "https://analytics.google.com > attribution > onboarding". It is titled "Sign in - Google Accounts" and includes a message about a new look for the sign-in page. This entire result is circled in red. Below this, there is another result from Google, with the URL "https://accounts.google.com > ServiceLogin > service=...". It is titled "Google Analytics" and includes a message about signing in to continue to Google Analytics. This result is also circled in red. At the bottom, there is a result from Google Help, with the URL "https://support.google.com > analytics > answer". It is titled "Access your Analytics account".

Google

google analytics login

Images Activity Videos News Books Maps Flights Finance

All filters Tools SafeSearch

About 2,680,000,000 results (0.23 seconds)

Google  
https://analytics.google.com > attribution > onboarding

Sign in - Google Accounts

A new look is coming soon. Google is improving its sign-in page with a more modern look and feel. Dismiss. Sign in. Use your Google Account. Email or phone.

Google  
https://accounts.google.com > ServiceLogin > service=...

Google Analytics

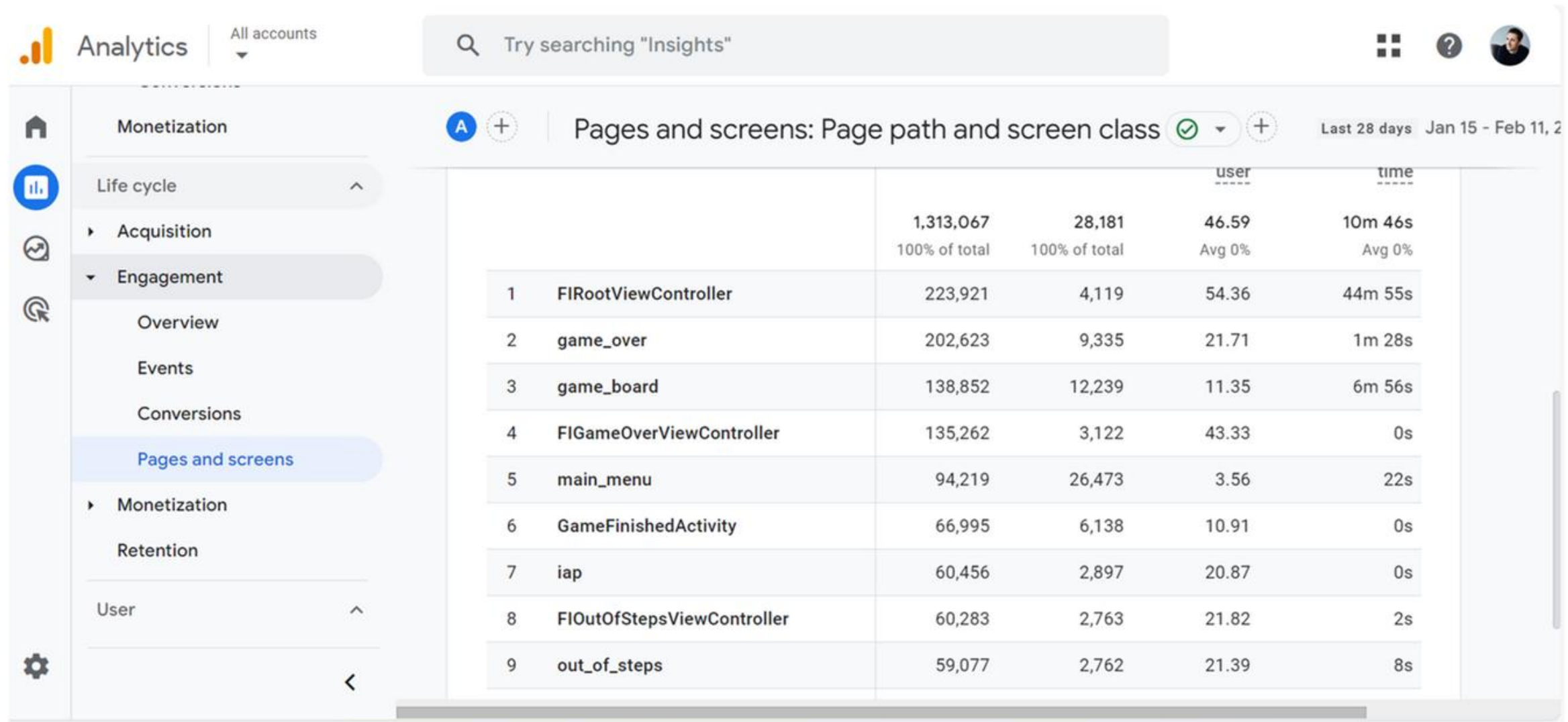
One account. All of Google. Sign in to continue to Google Analytics. Enter your email. Find my account · Sign in with a different account Create account.

Google Help  
https://support.google.com > analytics > answer

Access your Analytics account

If planning to use a website, make sure you also set up Google Analytics to track what's going on.

# Google Analytics



Analytics All accounts

Try searching "Insights"

Pages and screens: Page path and screen class

Last 28 days Jan 15 - Feb 11, 2

			user	time
			-----	-----
		1,313,067	28,181	46.59
		100% of total	100% of total	Avg 0%
1	FIRootViewController	223,921	4,119	54.36
2	game_over	202,623	9,335	21.71
3	game_board	138,852	12,239	11.35
4	FIGameOverViewController	135,262	3,122	43.33
5	main_menu	94,219	26,473	3.56
6	GameFinishedActivity	66,995	6,138	10.91
7	iap	60,456	2,897	20.87
8	FIOutOfStepsViewController	60,283	2,763	21.82
9	out_of_steps	59,077	2,762	21.39

Allows you to monitor what pages people are visiting and more importantly if they are staying on your website!

# Google Ads

Analytics

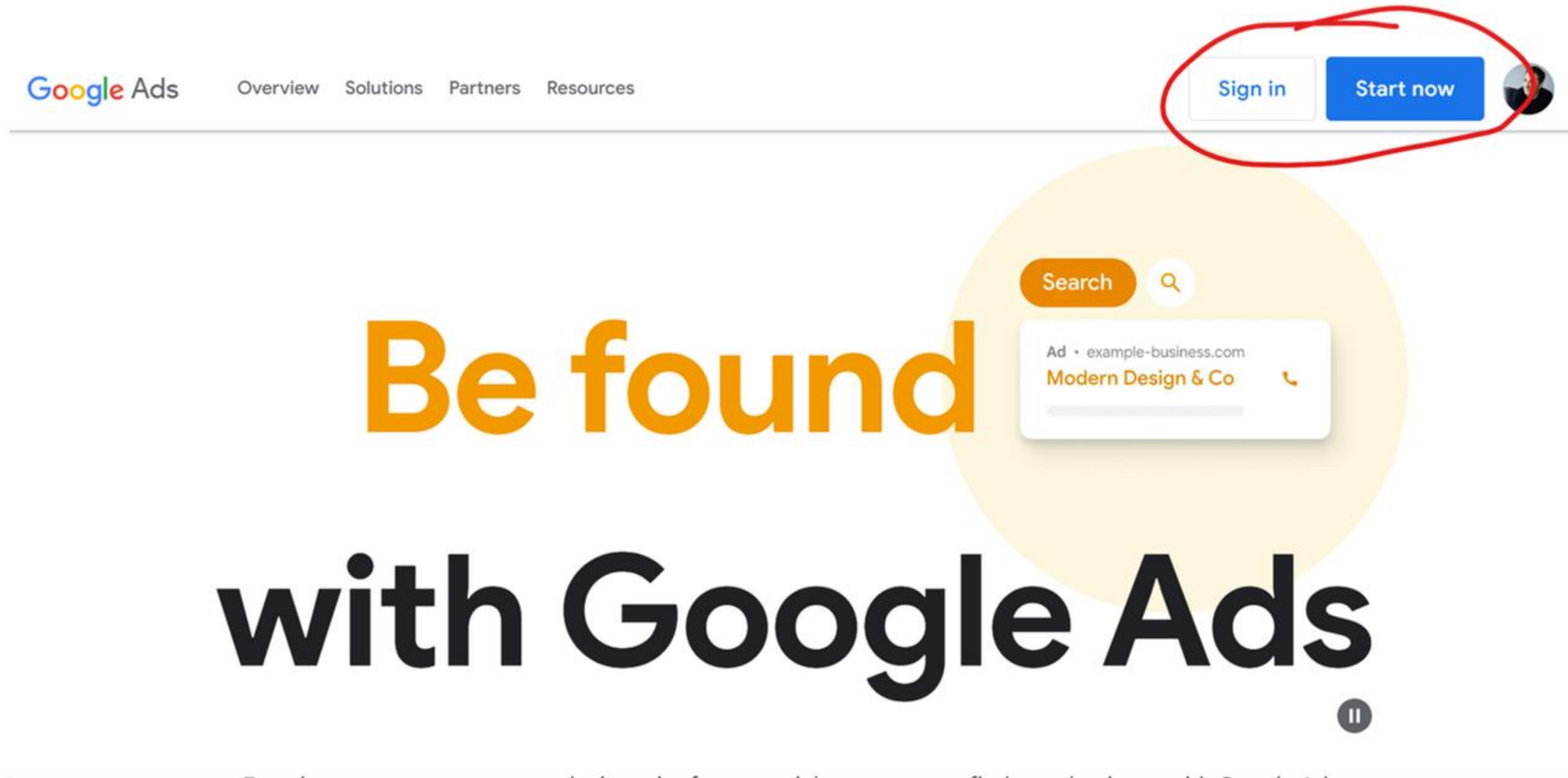
All accounts

Try searching "Insights"

</

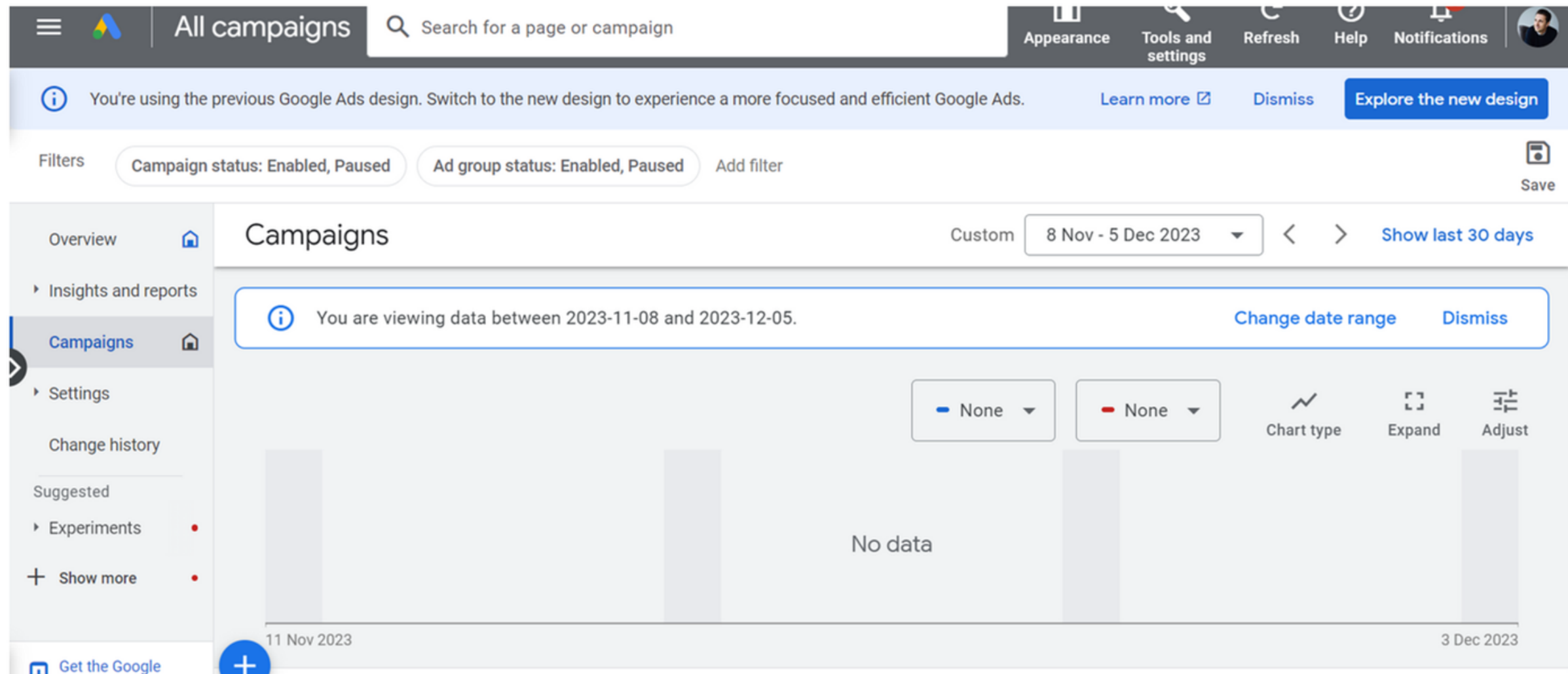
Set up a Google Ads Account by logging into your Google account

# Google Ads



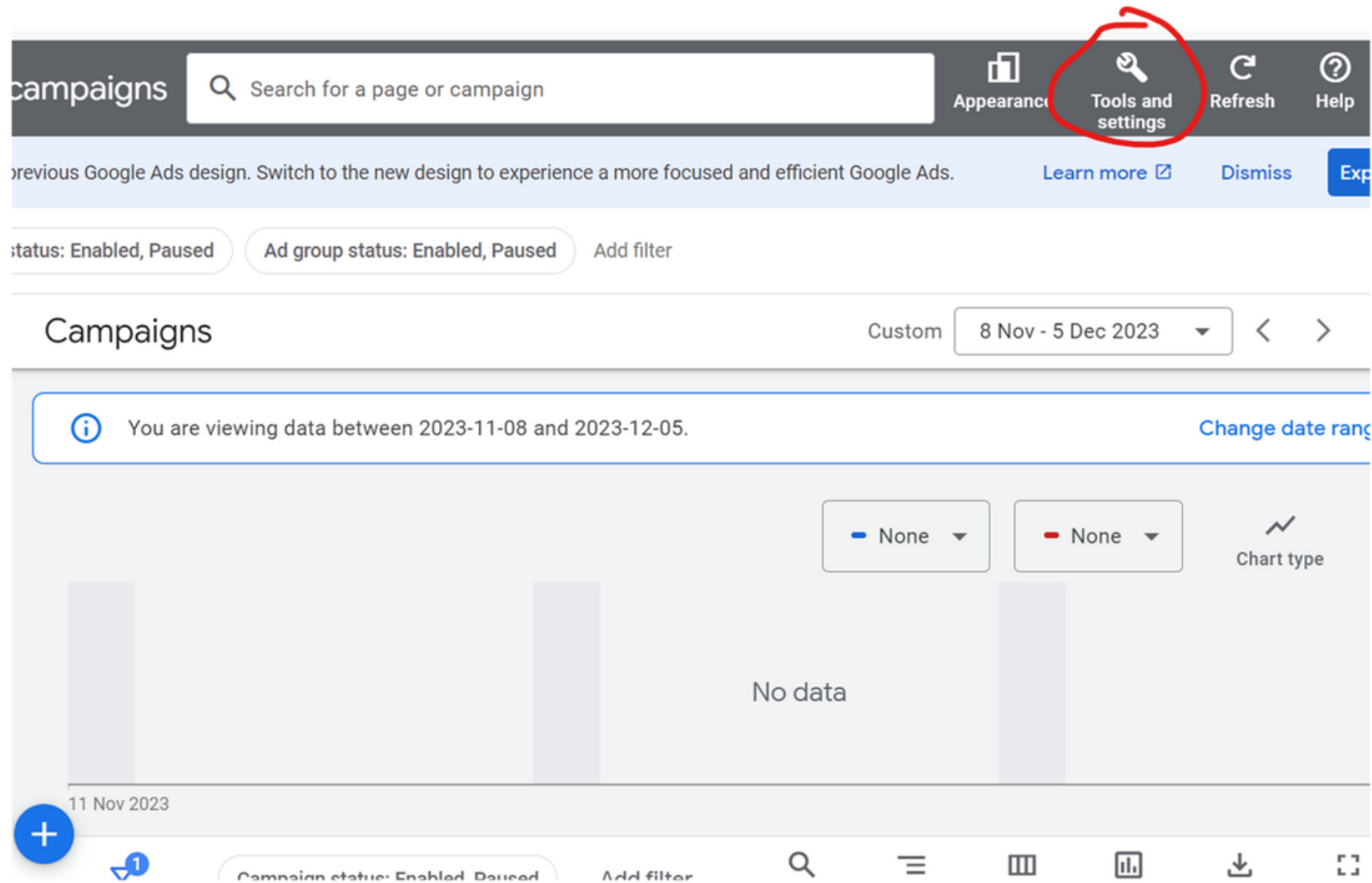
Set up a new account  
or sign in here

# Google Ads



This is the Google Ads dashboard. Even if you are not planning to use paid adverts its very useful for SEO research!!

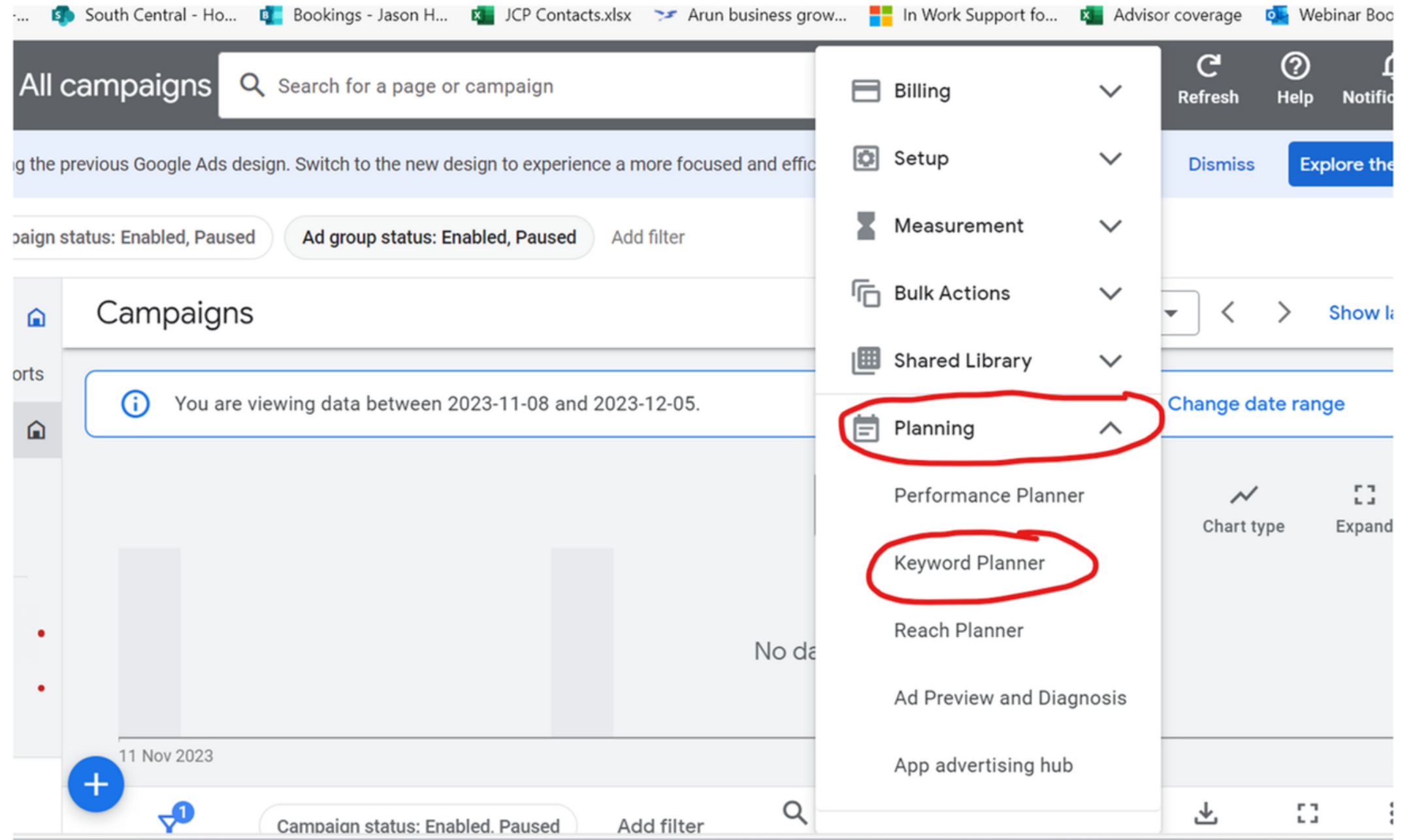
# Google Ads



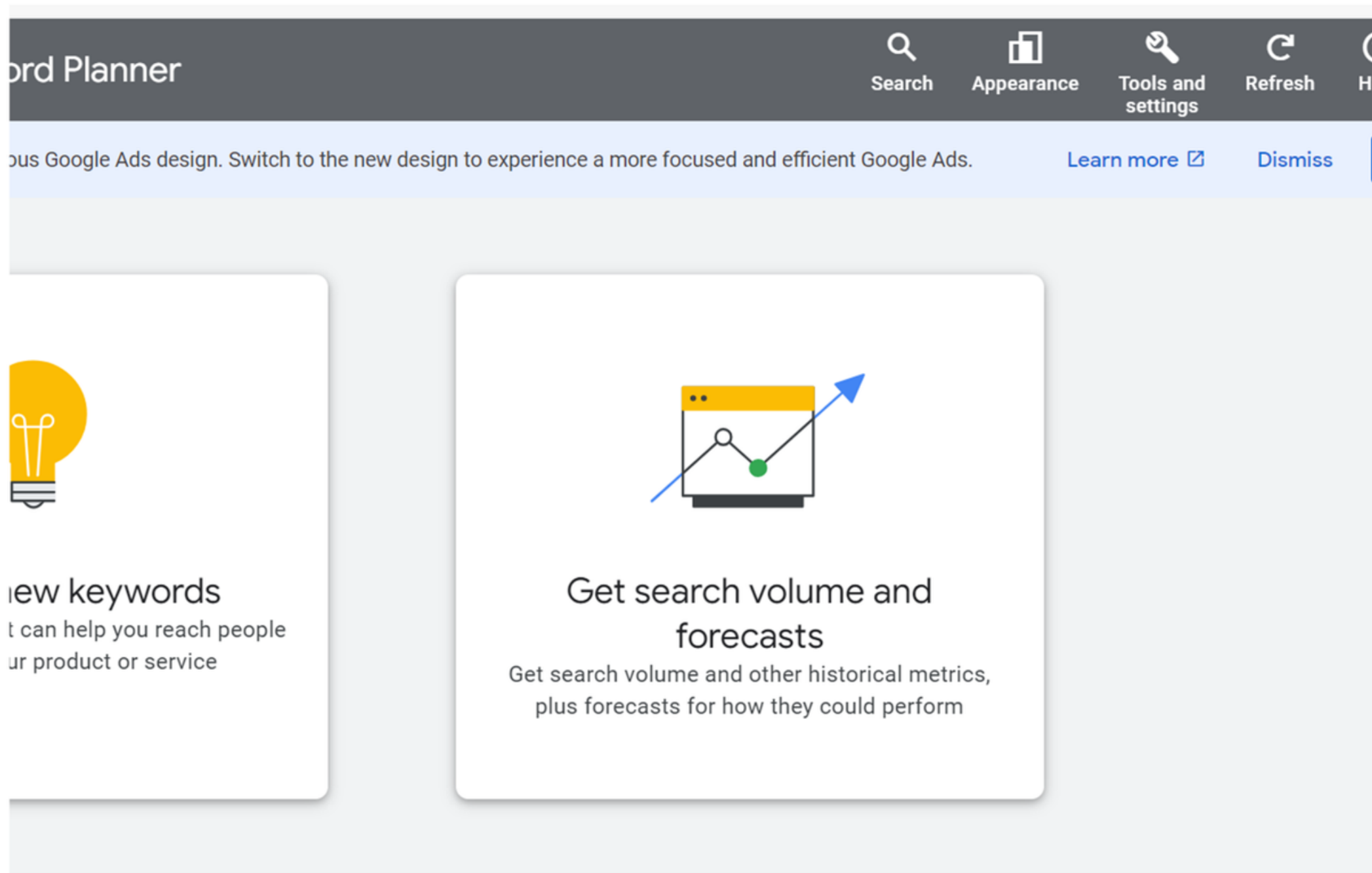
Find Tools and Settings in  
your Google Ads  
account

# Google Ads

Drop down menu to  
planning & Keyword  
Planner



# Google Ads



Click on discover new keywords

# Google Ads

Enter example search terms & keywords, you can also add your website for Google to look at the content and relate it to online searches

Word plan

Search Appearance Tools and settings Refresh Help

Start with keywords Start with a website

Enter products or services closely related to your business

Search

brighton events × events near me × artistic events × music events ×

+ Add another keyword

Enter a site to filter unrelated keywords ?

https://

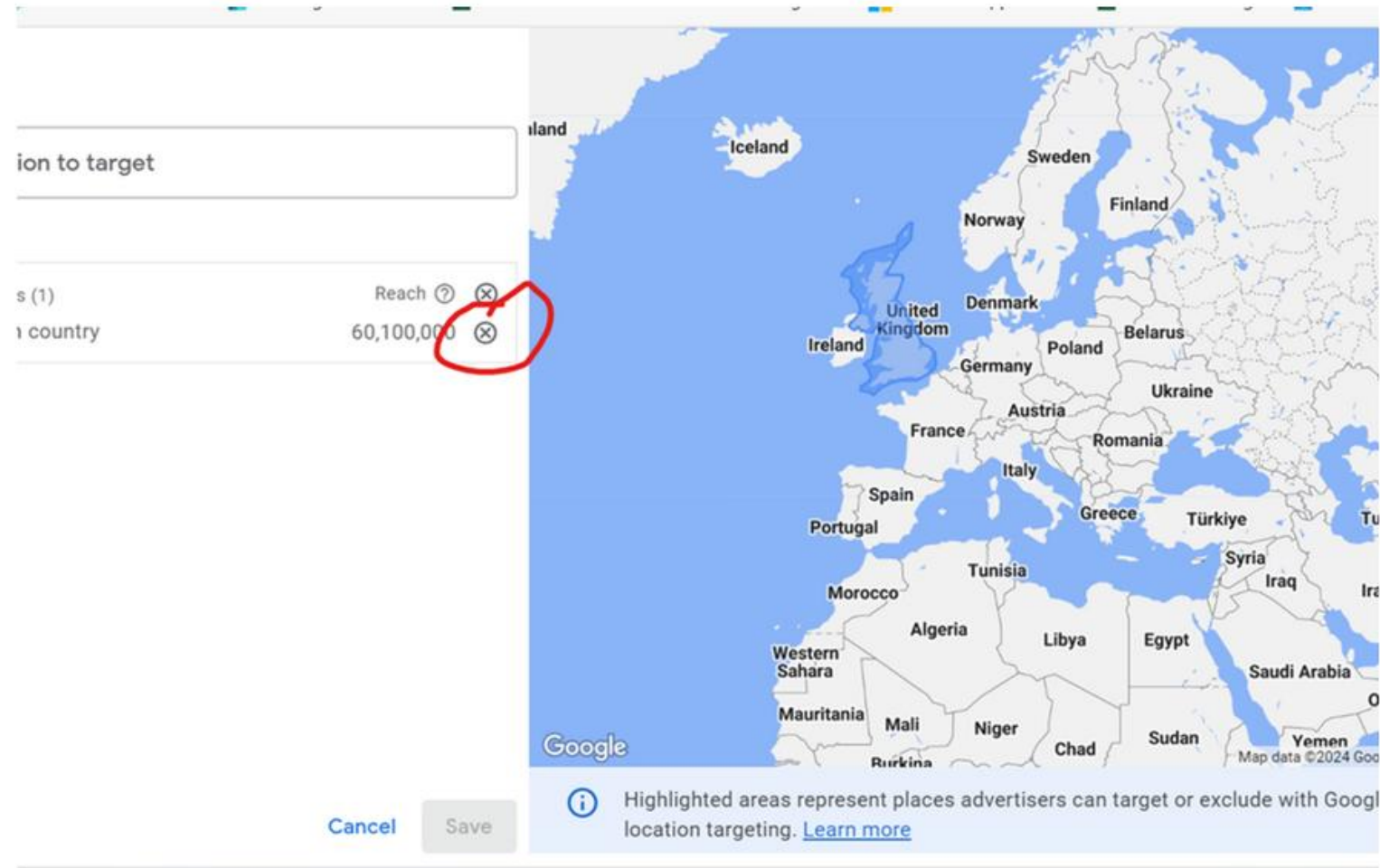
Get results

Try not to be too specific or general. For "delivery" is better than "meals" for a food business

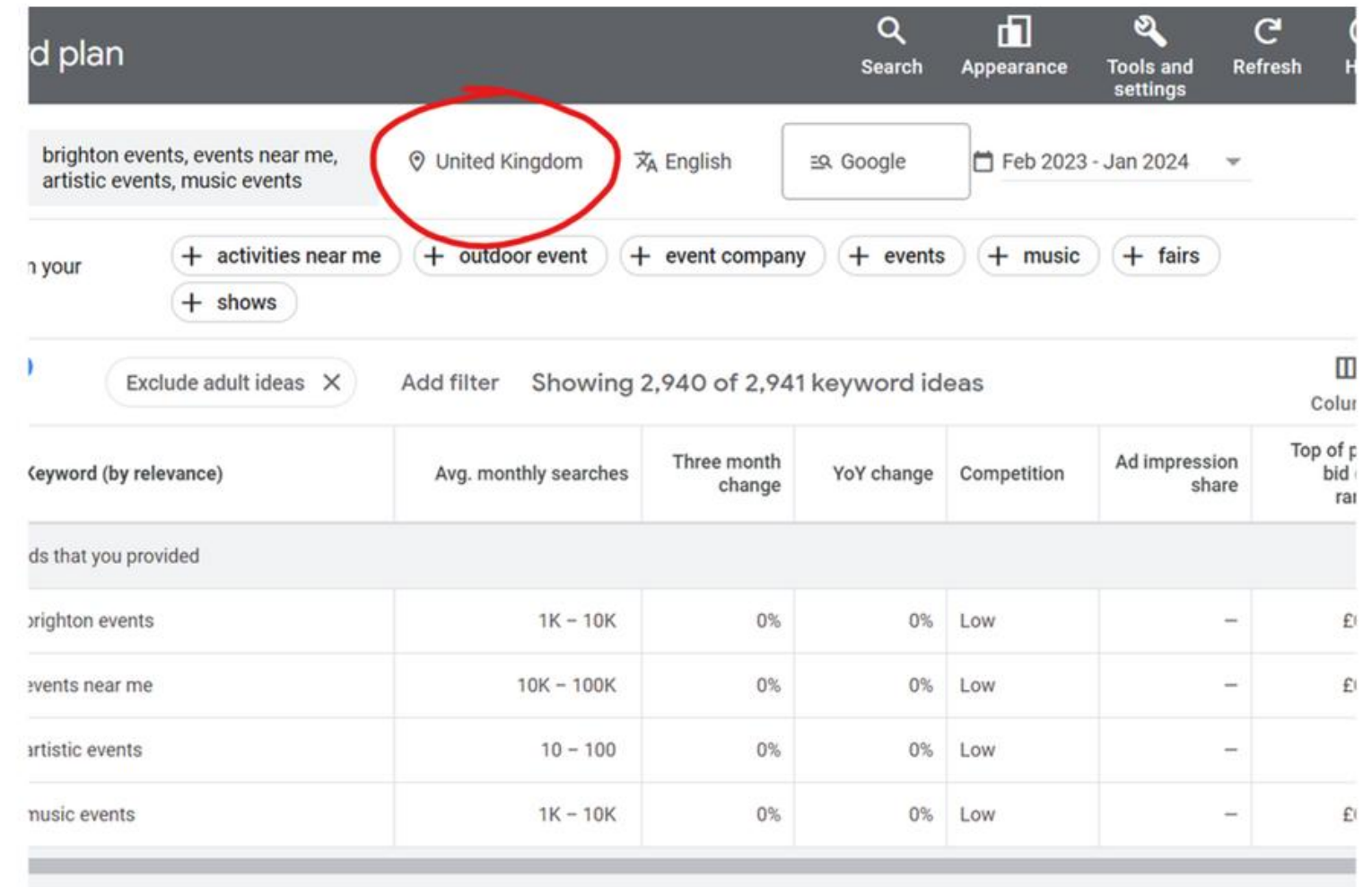
[Learn more](#)

Using your site will filter out services, products, and brands that you don't offer

# Google Ads

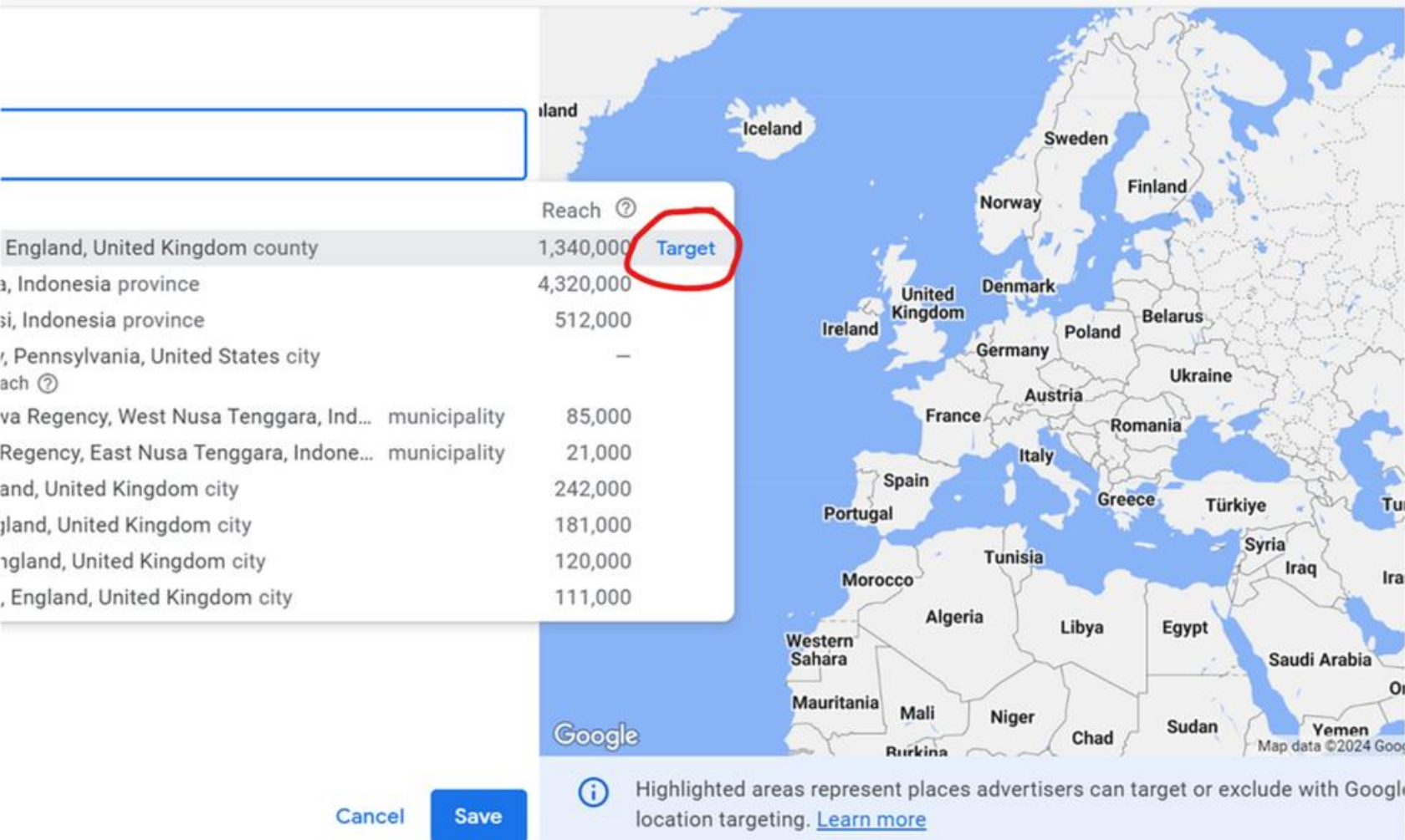


Click on the location setting

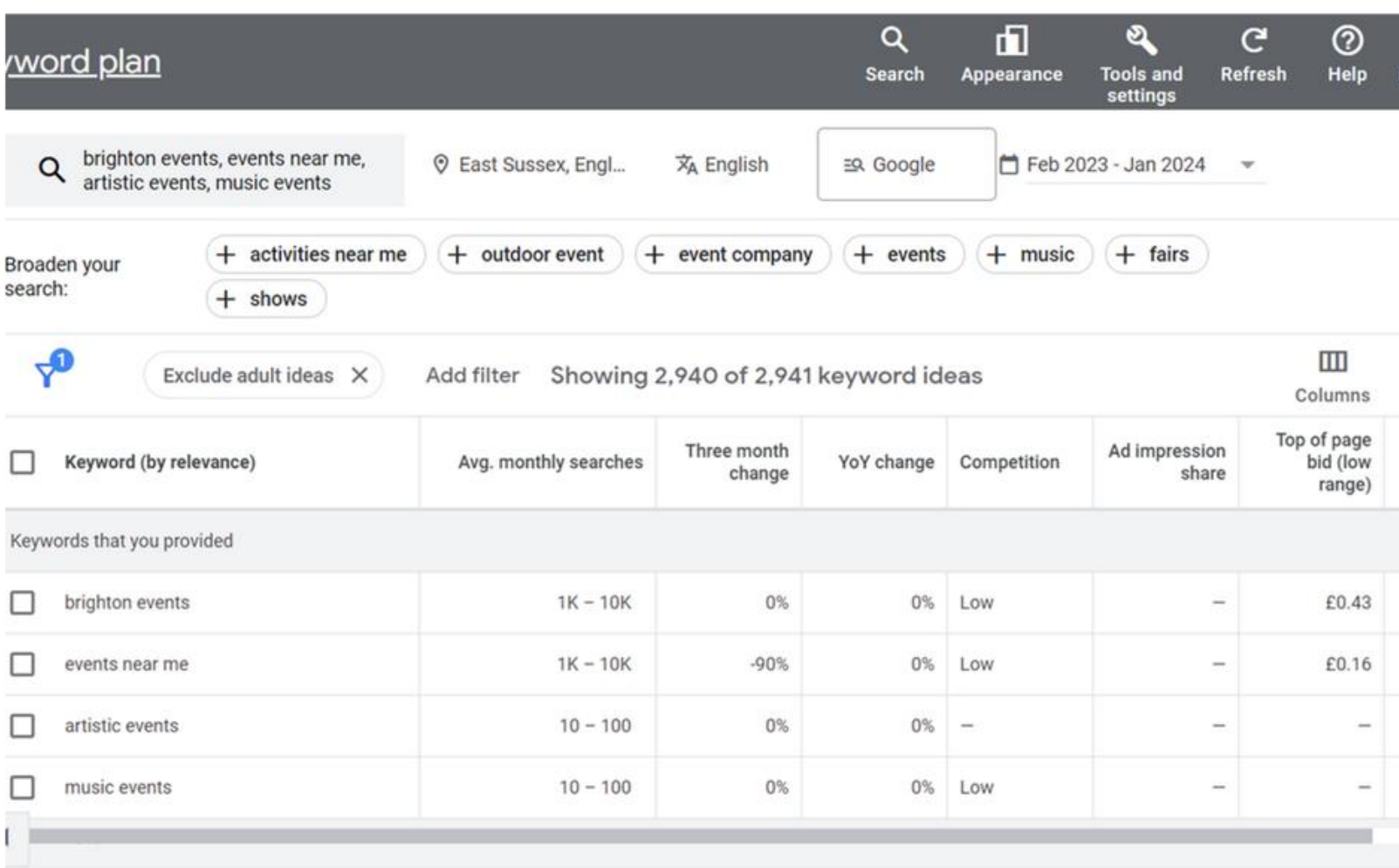


Input the region relevant to you

# Google Ads

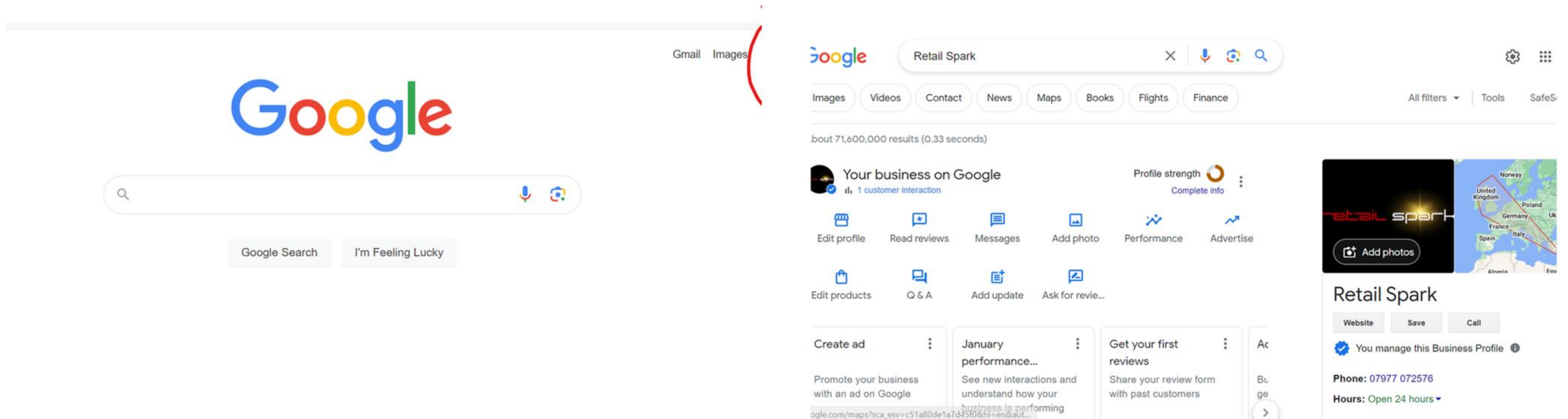


Choose the areas relevant to you



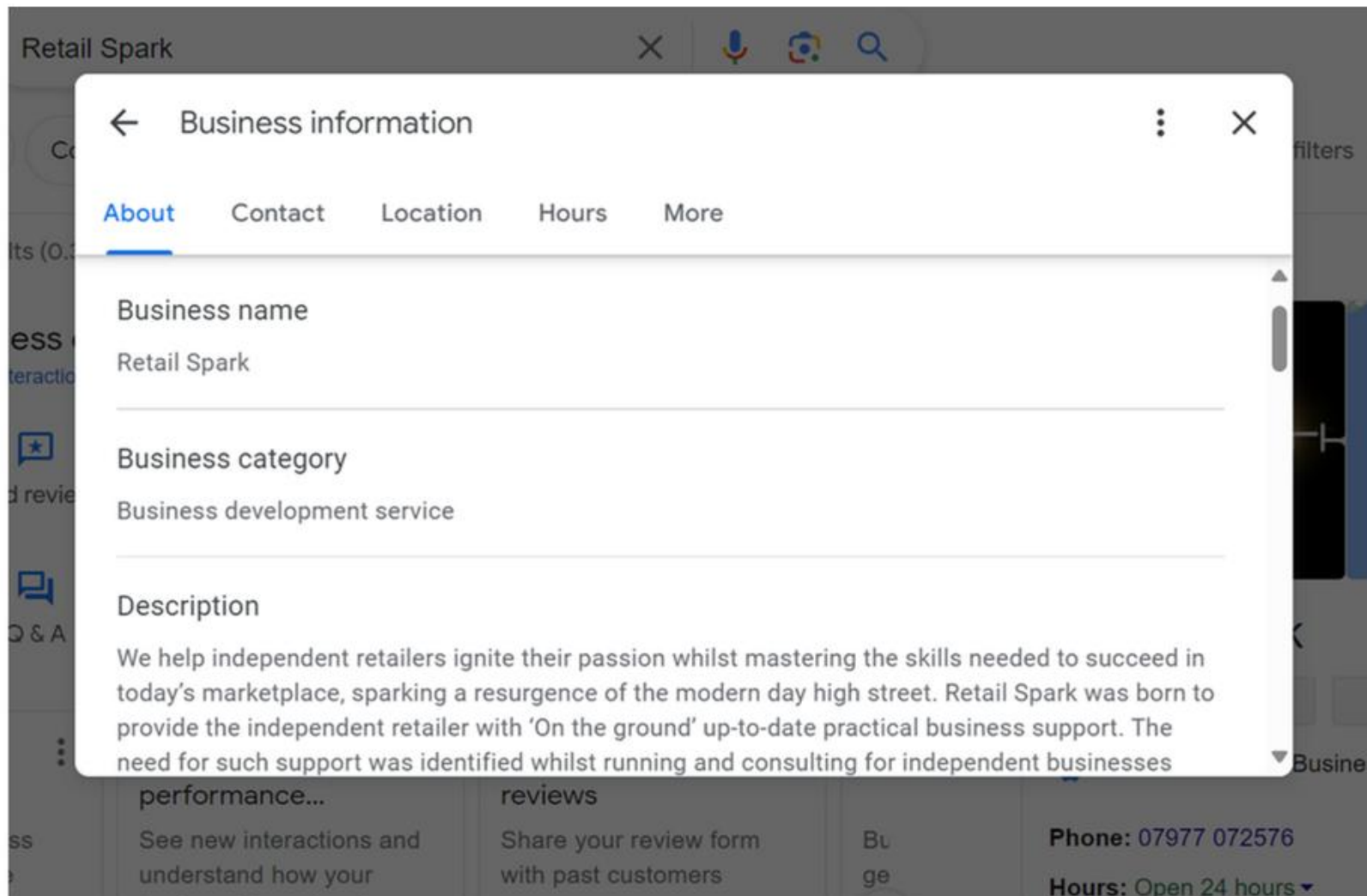
It will then list all the searches happening online in the areas you request

# Business listings – Google, Bing and Apple

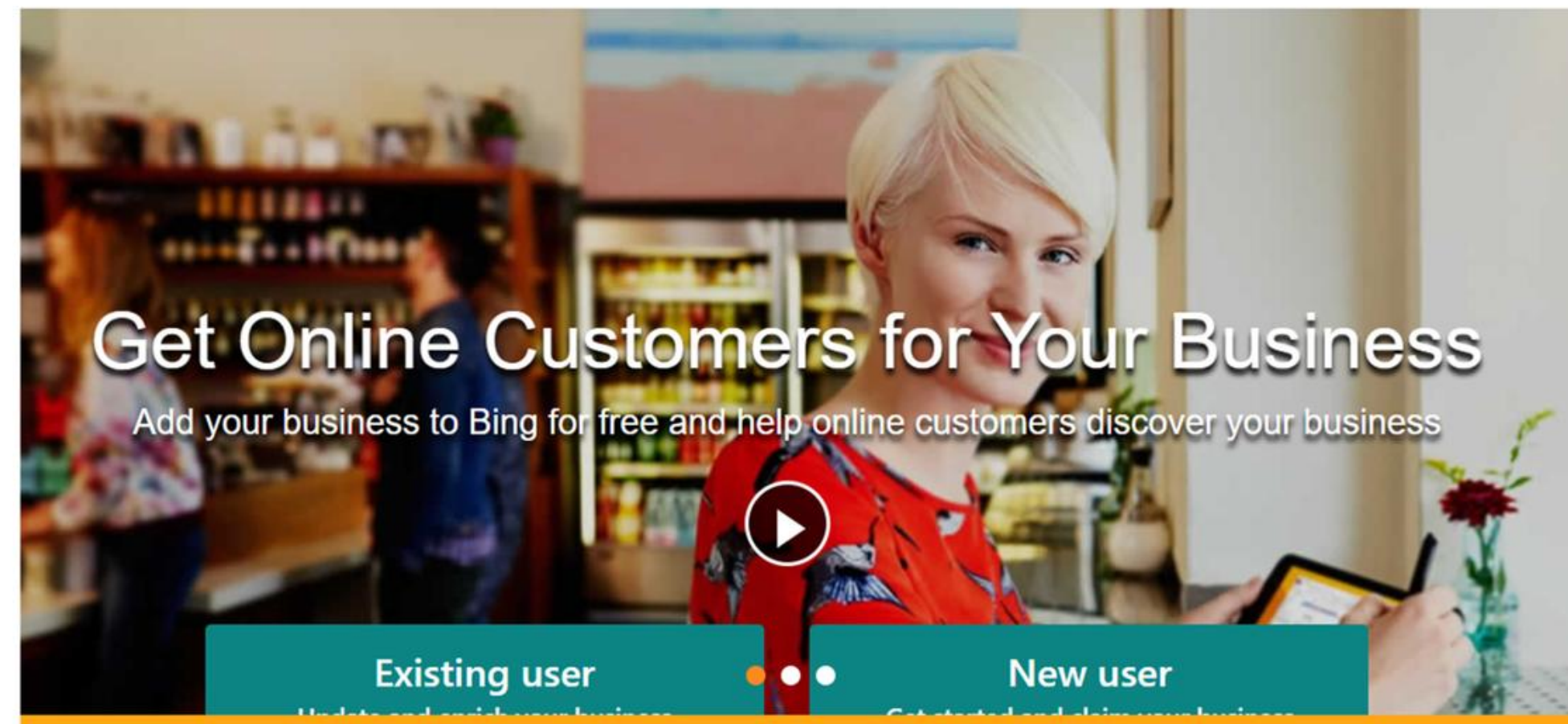


Login to Google account and  
find Business Profile Manager

Edit your profile with  
business information



business

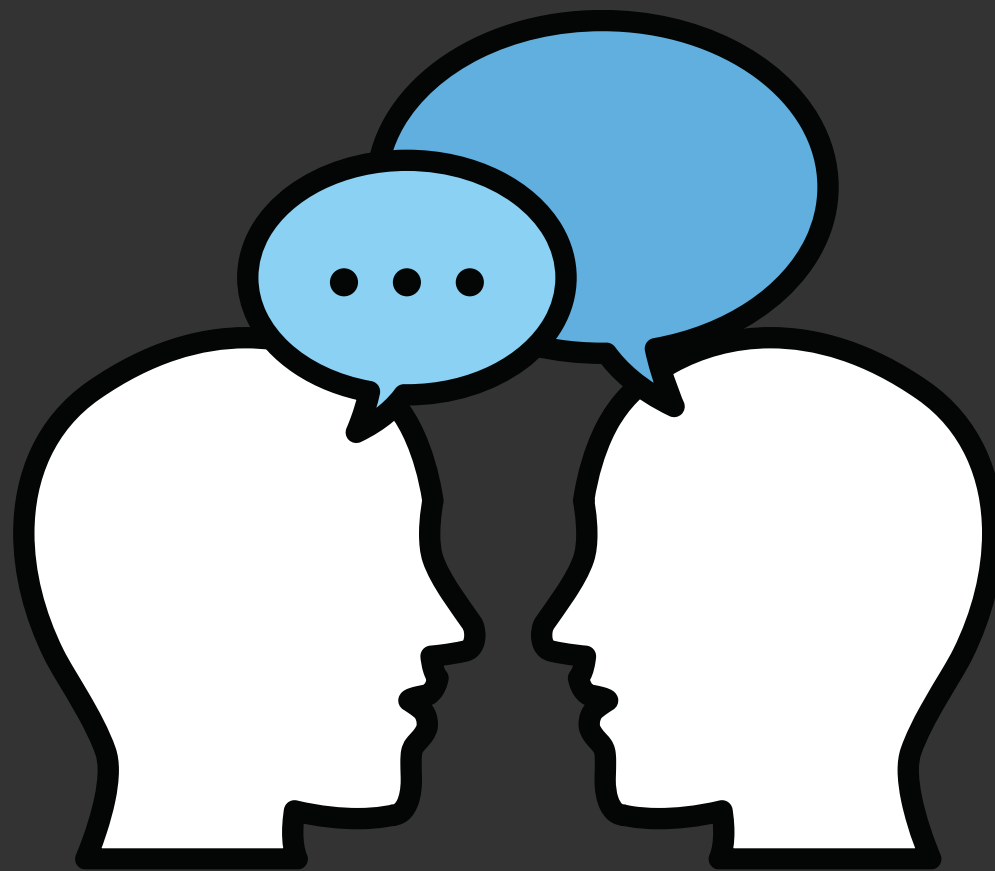


Fill out all your company details, add a detailed business description with areas you work. Use Chat GPT or Bard for support with this

Then once verified set up your Bing listing and Yell.com for good visibility in the local listings

## Over to you...

- Natalia to discuss LinkedIn and practical ways to use it for business purposes.
- Jez to discuss tiktok and how effective it can be used for your business.
- Mathew in regards to high quality content and video editing tips.

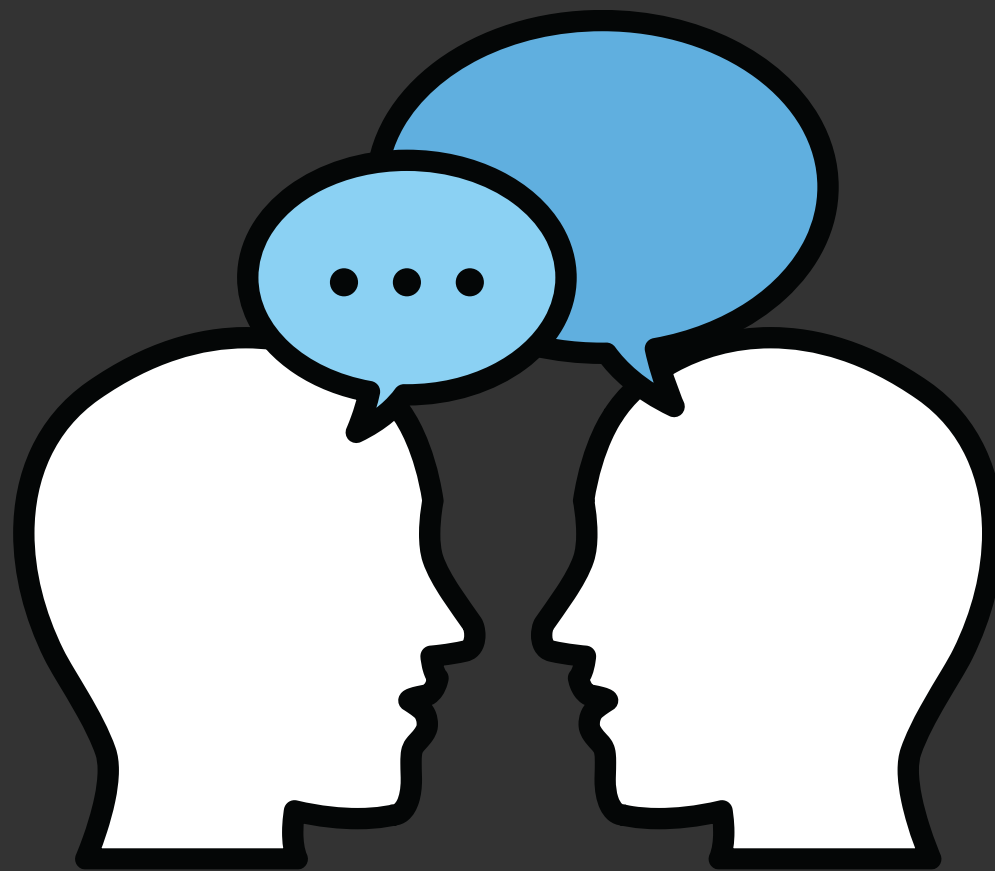


# Feedback and Next Steps

We want to hear from you!

Please use the QR code to send us your thoughts .





# Travel Expenses

If you require travel expenses, use the QR code to claim. You can claim mileage and public transport but not parking unfortunately.





Questions?

Thank you

