

Digital Marketing

dig_it_al [dij-i-tl]

Noun Information which is stored or transmitted using electronic or electromagnetic signals.

Introduction to Digital Marketing

"Half the money I spend on advertising is wasted; the trouble is, I don't know which half".

Do these words ring true to you?

Those were the words of John Wanamaker, founder of the U.S. department store chain bearing his name. You may well have shared his frustration.

Nobody likes wasting money, least of all when times are tough. Most advertising is difficult to measure, and if you can't measure something, how can you tell if it works?

Digital Marketing gives you the measurement you so desperately

need to justify your marketing spend. You get that measurement in a very short period of time, so you can assess whether your activity has been a success.

Why Digital Marketing matters?

8 out of 10 online purchases starts with search. Don't switch off if you're not an online retailer. According to iMedia, between 70% and 90% of all consumers buying "high consideration" products begin their research online, and then purchase offline.

The internet is a great leveller, where you can out-think corporations and be competitive. The internet has created more millionaires than anything else in the last 50 years.

Your business needs to be seen and promoted online.

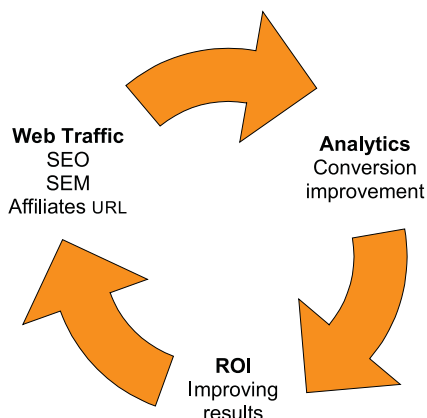
How you can use digital marketing to improve your business

Every digital marketing activity can and should be designed to get a measurable result. And if those results don't pay for the activity, don't continue running it! Test your marketing constantly and insist it works every time!

Find the 20% of marketing which drives 80% of your sales.

Save money by concentrating on activities you can measure and you know return more profit than they cost.

How we'll work to improve your effectiveness



Digital Marketing – ongoing cycle of reviewing, refining and improving

If you want help with...

- ...attracting more visitors to your website
- ...improving your Search Engine Rankings
- ...increasing your conversion rates
- ...understanding how visitors navigate your site

Request your proposal covering how you can improve your business through Digital Marketing.

Digital Marketing – Services

A/B testing

Testing different versions of the same web page or advertisement to see which delivers the best results

Affiliate Schemes

Referral sites to drive traffic to your site

Appending

Analytics & ROI

Measuring spend, activity and results to calculate ROI

Auto-responders

Automation of response handling

Banner Advertising

Design and placing of banner adverts

Campaign Planning

Planning online campaigns

Competitor Analysis

Analysis of competitor sites & marketing, finding and exploiting weaknesses

Conversion

Conversion Improvements

Testing how page changes affect conversions

Conversion Tracking

Monitoring conversion rates

Copywriting

Writing engaging copy containing suitable keyword density

Email Broadcast

Broadcasting multiple emails

Email Marketing

Design & planning of Email Marketing campaigns

Email Tracking

Who opened your email, what did they do?

Google Adwords

Managing Google PPC ad campaigns

Interactive/Online Brochures

Investment and Return Projections

Projecting typical returns

Keyword Research

Finding the best keywords for your business

Landing Page Design

Design of specific landing pages

Link Optimisation

Anchor text

Media Research/Recommendation

Finding the right media for your business

Microsoft Adcentre

Managing Microsoft PPC ad campaigns

Mobile Marketing

Marketing to mobile devices

Multi-variance Testing

Similar to AB testing but wider number of variable being tested

Opt-in and Data Collection

Collection of data for marketing purposes

Paid Search, also known as Pay Per Click (PPC)

Rich Media (ROI)

Search Engine Marketing (SEM)

Search Engine Optimisation (SEO) – onsite & offsite

Social Media Marketing

SMS Broadcast

Marketing to mobile phones using SMS

Squeeze Pages

Pages designed to encourage visitors to give information in return for some benefit

Statistics & Reporting

Providing you with meaningful information

Training (PPC)

Training you to manage your own PPC campaigns

Trend Analysis

Analysis of search trends relating to your keywords

Web Development

Design & programming web pages. New projects or improving existing sites

Yahoo Search Marketing

Managing Yahoo PPC ad campaigns

*Have you read our free guide '25 ways to improve your website results in 25 days'?
Visit our website for details.*

Digital Marketing – Case Study 2

Client:
mfldirect

Background:
mfldirect are Europe's largest vehicle fleet re-marketer, selling 130,000 used cars into the motor trade every year.

Brief:
Reduce cost per enquiry and find which advertising is working and which is not.

Execution:
Analysis of most profitable customers and profiling Email appending, Email lead generation, telemarketing, Banner advertising, SEO, Pay Per Click advertising.

Results:

- Drove percentage of online sales from 48% to 72% within 12 months
- Generated an additional £3.12m in additional profit
- Increased number of active buyers by 11%

Good cars, good history, good grief.

Have you clicked yet?

www.mfldirect.co.uk

Europe's largest
We sell approximately 125,000 cars per annum and have a total fleet of nearly 400,000.

Best maintained
All our vehicles are regularly serviced by main dealers.

One owner
All vehicles have V5 and have had a single keeper*.

Under 3 years old, low mileage fleet
The majority of our cars are exactly 3 years old however we always have a large stock of vehicles that are much younger.

Sold real time, online
We are open 24/7 and you buy online. By "buy" we mean just that. You don't "reserve" your car, instead, you click, purchase and in 3 working days it'll be delivered!

Have you clicked yet?
If you sell 3 year old cars, you need to know about mfldirect. Registration is free see opposite for details.

www.mfldirect.co.uk
Tel: 0117 317 3117

* Some vehicles may be subject to more than one keeper due to V5 clerical corrections.

Don't delay register today to choose from the best range of 3 year old family cars in the UK.

REGISTER TO BUY (subject to acceptance)

Register on-line: www.mfldirect.co.uk

Register by phone: 0117 317 3117 (Mon-Fri 9-5)

Register by post: complete and return the form

1. On average how many cars do you buy per month?
1-5 6-10 11-25 26-35 36-50 50-99 100+

2. Where do you currently buy 3 year old low mileage cars from?
Auction PX's Trade Other

3. What type of business are you (e.g. Non-Franchised Dealer)?

Name: _____
Company Name: _____
Address 1: _____
Address 2: _____
Address 3: _____
Post Code: _____
Tel: _____
Mobile: _____
Email: _____

Tick this box if you do not wish to receive any further information from mfldirect. All data supplied will be used solely by mfldirect.

mfl direct

"Previous agencies have lacked the focus on results. Your understanding of the motor trade and common sense approach delighted myself and the board."

Peter Rosie,
Marketing Director, mfldirect

