

LOWER WORKS

Digital Communication Strategy

Why are we doing this? What are our objectives?

This may seem like a simple enough question. “We’re doing this to increase sales!” But if that is your objective and you run one digital campaign and get lacklustre results, you’re liable to say, “See? I told you digital advertising didn’t work!” Your true objective might be generate leads that will lead to sales. Few people buy the first time they get exposed to a message. Just like in traditional media, frequency is important. Unlike traditional media, you can be highly targeted in the digital world.

What is our product or service?

Hopefully, this should be simple to answer. But sometimes not. Are you selling a seat on an airplane flight or are you selling the flying experience a passenger has with you?

What consumer problem do we solve?

Notice we do not ask what are the features of your product or service. People buy benefits or solutions. They don’t buy features. Features may give them a reason to believe you solve the problem but don’t give away the farm. A “find out how” may be a way to capture an email address and that is vital to your digital success.

Who are we targeting?

This where the fun begins. You can get so specifically targeted you could almost target down to women who wear blues dresses. I’m exaggerating but trust me, that day is coming. You can target by the usual demographics: age, gender, region, city and so on but you CAN’T target down to the level of detail as you can through Facebook or Google. You can target by interests, buying habits and you can target relevant websites they choose to go to. You can target by interests, mini regions, cities, in some cases purchase history.

What we going to do to motivate someone to give us their email list? (What’s the offer?)

There is a reciprocal phenomenon with people. If you do something nice or helpful for someone, they will feel inclined to reciprocate. So when you offer your target something for free be it advice or a product sample, they will first of all remember who you are and secondly, will be more likely to engage with you when you apply your remarketing campaign. More on that in another strategy planning document.

How are we going to get noticed among our target audience? (Facebook ads, google ads, etc)

Facebook ads

Facebook ads are powerful and getting more powerful day by day. There are three things you want to create an effective FB ad. First is a strong hook or headline. Want a list of proven headline samples (where you just fill in the blanks? Download the swipe sheet here.

Next is an attention grabbing visual. There are plenty of resources online that provide free or almost free visuals with everything from photography to illustrations to video. Dissolve and Shutterstock are just a couple of examples.

Lastly but most importantly is the offer. Give them a reason to provide you with their email list because your list isn't just the only thing, it is everything. It's how you turn cold leads into warm leads and it is how you will begin to build trust with your audience. And trust leads to sales.

Google ads

Google ads have the potential for greater reach because they don't depend on someone being on a specific site like Facebook (although Facebook has 2 billion subscribers). Google ads are very specific and as AI (artificial intelligence) grows they will only grow in their ability to reach your target with greater and greater accuracy. And no digital marketing plan can work without analytics and both Facebook and Google provide exception analytic capabilities.

Organic search

This is where your keywords play a vital role. And the way they work is ever changing. You can rely on someone searching for what you offer and they enter their search criteria. People can word their questions numerous ways so you want to have multiples of keywords to create a match. But chances are you have many competitors chasing the same customers. How you rank in google is far beyond the scope of this document but there are many factors. And they change almost daily. Getting the best position means staying on top of SEO.

SEO

SEO is a moving target and it is moving in the right direction. It used to be that keywords had to be your headline and propagated throughout your article or blog. That usually meant for poorly written pieces that suffered in its persuasiveness.

Today, those good folks at Google and elsewhere are creating smarter and smarter algorithms that read more the way humans read. That does not mean that you can ignore when and how you use keywords. They're vitally important. They tell search engines what your article is about. How they rank your article against other articles depends on a multitude of factors that I'll get into in a minute.

Where are we driving our traffic?

If you are eager to capture emails and generate leads, you'll probably want to send people to a simple landing or squeeze page. This is where they get to download whatever you have offered in exchange for their email address. More on landing or squeeze pages in another document.