

THE
SERIOUS
MARKETER'S
GUIDE *to:*

360°

Digital Marketing Programs

enilon

We're glad you're here.

We've learned a lot from working with marketers throughout the last decade. We've learned that creating an Integrated Marketing Plan that actually delivers the results you need is a mighty undertaking. More specifically, we've seen firsthand how daunting the digital part can be. Cobbling together websites, PPC ads, SEO, Facebook posts, blog entries, and then hoping for the best just doesn't cut it.

There's a science to it. There's a way to get it right. It starts with a holistic approach—360° thinking—and it works.

This resource will help put you on the right path to a full 360° Digital Program. We'll ask lots of questions about your plan, and we'll offer some helpful resources and tips along the way. We want to help move you away from just executing a set of digital tactics and get you closer to a cohesive plan that integrates everything—a plan that will help get you the results you need.

We want you to get it right.

So in this guide, you'll find five sections that walk you from the beginning to the end of planning a 360° digital plan.

We will look at:

1. Your Current Situation
2. Your Customer
3. Your Channel Mix
4. Measurement
5. Technology

Then, you will find a worksheet that will help you apply what you've learned directly to your current plan. So now that you know what to expect, let's get to work.





Know Your Current Situation

The assessment is designed to help you get a better handle on your current plan, so that you can use this resource as more of a working document.

Now, let's take a look at your current situation. Taking inventory of what you have in place will help you make quick improvements to already-active areas, and fill gaps you didn't even know existed.

➔ Before we dive into planning, it's helpful to remind yourself of the following:

- What are the business goals for each of your primary products/services?
- What are your top three-to-five marketing goals this plan needs to address?
- Who are your primary target audiences?
- Who are your primary competitors?
- What inherent strengths do we have that work well in digital platforms?
- What is the status of your marketing plan?
- What have you done in the past that has proven successful?
- What do you know you want to initiate, or do differently, with this plan?
- What internal political situations need to be strategized for proper internal sell-through?



Know Your Customer

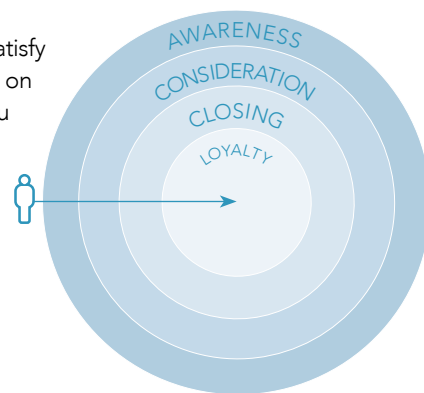
We're assuming you've spent time in upfront strategic development and have researched and developed what your Target Audience(s)'s profile and purchase journey typically look like. In addition to the standard demographics like age, income level, family size, work position or titles, the real gold comes when you understand the process and internal conversation people go through when they are making a decision. This gives you a positive foundation to methodically nudge them along the purchase path, and will be the basis for your 360° plan. You will want to make sure to have this information handy as we walk through this exercise.

In the next section, we are going to walk you through identifying that conversation at the different phases.

THE PURCHASE JOURNEY

As marketers, we want immediate returns that validate our thinking and satisfy the executive office's constant quest for quick results. So we tend to focus on the end of the purchase path where the immediate impact can be felt (you might call it the sales funnel, sales cycle, or customer journey).

In a 360° digital program, it is critical to look at four major phases: Awareness, Consideration, Close and Advocacy. The "Close" part of the sales cycle might seem like the most logical place to start, but it's also the most crowded—and it could be too late in the process to be introducing your product/service. We will walk through the best times (phases) and places (channels) to insert value digitally to the potential customer.



AWARENESS PHASE



We know that YOU know what this is... but just for alignment, we're going to state that this is the phase where your prospective customer isn't looking for you. They may or may not know about your brand, product or service – but they are not currently "in the market" for it either. From a budgetary

priority, this phase is most critical when launching a new brand, doing a rebrand, or expanding into new audience segments. However, it's important to be included on some level in every plan, so you stay top-of-mind.

Since your target audience is not actively seeking you out at this moment, it becomes very important that you understand where they spend their time so you can get in front of them appropriately. You also need to understand their interests and pain points, so the message is relevant in this highly "educational" phase of the process.

Delivering the right message at the right time is part of what gives you permission to build a business relationship with people.

THE TRIGGER



At some point, when a customer's pain points become too great, or exterior forces mount to find a solution (see executive office), there is a trigger that shoots people down to the "active consideration" part of the sales funnel.

Knowing the motivation and context in which this key trigger event happens to your audience is what can give you a major advantage the rest of the way down the nurturing process.

By having an answer ready to solve that major trigger, you set yourself up to be the expert moving forward.

CONSIDERATION PHASE



Once someone has made the jump into the consideration phase, they will be doing a lot of research online, often without reaching out to you. Your brand or product/service will often be judged and make it into the next phase or not based on your online presence and the content you provide. You have the opportunity to use your knowledge of the prospective customer's thought process to develop a Digital Marketing Plan that guides them through this stage.

By offering a sequence of intelligent answers to commonly-asked questions, and ways to find more in-depth information, you will continue to build yourself as an expert to be considered.

Ask yourself:

Where do your customers spend their time online?

What are the major pain points they are dealing with?

What messaging would resonate at this phase?

What am I offering (or could offer) of value (content, online tools, events) so people will engage?

Ask yourself:

What are the top two-to-three triggers that cause my target audience to really get moving to finding a solution?

How are we uniquely positioned to solve that problem for them right away?

Ask yourself:

What questions or problems is my audience researching in this phase?

Where are they searching for the answers to these challenges?

What are potential roadblocks the customer might run into?

Who are the influencers online that they are relying on for solutions?

Who are my major competitors likely also in the consideration set?

CLOSING PHASE



When many marketers think of “having a digital plan,” they are often referring to this stage.

Prospective customers are looking at your website, doing final product/service comparisons, and typically engaging with your brand somehow.

What lots of marketers miss is all the work done in the phases above to develop trust and a level of expertise with the target audience.

So the questions you ask in this phase really boil down to how you can overcome final roadblocks and make yourself stand out.

Ask yourself:

What are the potential roadblocks between decision and purchase for my customer?

Who is making the final decision, and are we speaking directly to them with our message now?

Are we providing a user experience that matches our target audience’s expectations?

LOYALTY/ADVOCACY PHASE



After a purchase is made, it is important to do three things:

- Keep your customer confident in their decision to use your company. (Remember the term “cognitive dissonance” from marketing school? Learn to prevent that.)
- Deepen the relationship and uncover additional needs to drive additional purchases (increase lifetime value).
- Promote an atmosphere online that encourages brand advocates.

Social media and e-mail become extremely valuable in contributing to all three of the missions above. (More on that in the next section.)

Ask yourself:

What additional service or value could I provide to my customer post-purchase that would help them feel really confident with their decision?

Do we have a retention program in place that further educates our customer about our brand or relevant products/services?

Do we make it easy for customers to share great experiences with our brand?



Know Your Mix

A true 360° Digital Program is an evolving plan that connects customers to brands across all areas online that fit the phase of the process they are in. There are channels and platforms that perform better in each phase based on how they are purposed.

We have identified what our prospective customers are thinking and needing from us at different phases in the buying process. Now we need to discuss where we should be communicating digitally and solving their needs at the various phases. While there is no one magic answer (because every marketing plan is custom to the business situation), there are digital channels that are more typically used at different stages and with different purposes.

AWARENESS PHASE



Like we mentioned, the way to begin a relationship with people in the awareness stage is to speak to them in terms that relate to their interests and pain points, and provide them with content that intrigues and educates. This will be educational info related to your brand/product/service, but it should not be sales talk at this point.

Here are a few digital channels that work well in this phase and why:

Content Marketing, Promotion and Digital PR

Content Marketing is all the buzz, but for good reason. You should be developing content that is related to your area of expertise and positioning and speaks to your customer's mindset, pain points and interests. Also, developing content isn't worth your time if no one finds it. Knowing which websites your audience already turns to for advice is a powerful way to shortcut your way to valuable attention. Look to these sources to have your articles featured, obtain a guest post, or even a long-term guest author position.

"Only 21% of businesses are successful at tracking ROI in content marketing programs."

<http://contentmarketinginstitute.com/2014/10/2015-b2b-content-marketing-research/>

Social (Facebook, Twitter, LinkedIn, Instagram, G+)

When it comes to awareness and content promotion, having a handle on which influencers your audience follows on social media is another way to get their attention—by getting the influencer to share your content. You could also run social advertising to promote your content to your prospective customer in a very targeted manner.

Forums and Communities

Conversations in groups are a common way to interact and recommend resources or answers before people know your brand.

Display

The power of display ads is giving visually stimulating messages around a major pain point in the right context for the prospective customer. There are many options to consider when running display – rich media, dynamic, programmatic, etc. There's a science to both the ad content and the ad media placement and targeting. With the right strategy in place, the amount of awareness eyeballs and ad engagement can be very high for your brand and content.

Prospecting e-mail

While we don't typically encourage the purchasing of lists for your own send, there are companies that you can partner with on an opt-in send basis that have proven to be really impactful in delivering targeted messaging to targeted audiences. This can be effective when promoting content and events – just be sure that you have a plan in place to capture your paid prospective efforts (e-mail signups, event registrations, etc.), and that your landing page directly supports your e-mail campaign in messaging (we know that sounds obvious, but trust us, it's often overlooked).

Website

If anyone engages with your digital awareness initiatives listed above, most likely they will all be driving to your website. It's important to make sure that your website delivers on the experience that was started with your campaigns. Think responsive, intuitive and helpful. Make sure to have a lead generation option clearly stated on your website for those who have found you interesting enough that they want to continue learning more.

The platforms and techniques above can often be combined and shared across multiple areas to reduce effort and multiply the effectiveness.

CONSIDERATION



Remember that your prospective customer in this phase is looking for answers and solutions to major issues. Channels to consider here would be:

Content Marketing

Developing and promoting content should be a primary focus for this phase. Once again, having content and resources that address major hurdles, process, and best practices put you in the position of trusted advisor and expert when your audience is considering a solution.

Social Ads

This is where social ads really shine. Since the audience is looking for longer form explanations and solutions to bigger issues and you can be hyper-targeted with your advertising, promotion here is super effective.

Pay-Per-Click (PPC) Advertising

When you are developing your search engine ranking strategies, you will often develop a PPC + SEO mix. PPC is quick and instant placement. It's paid placement (advertising), and if you use the best optimization strategies, you can garner top search engine rankings and high visibility quickly. PPC is an important vehicle to support content marketing. You want to make sure to be in front of your prospective customers when they're researching online. You have developed the content to address their pain points – so make it easy for them to find you with PPC ads that show up when they are online searching for a solution to their problem.

Search Engine Optimization (SEO)

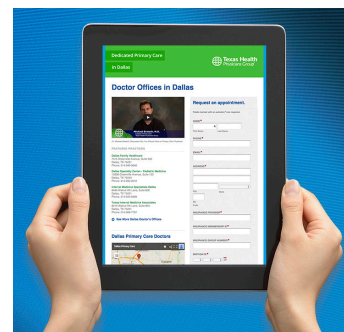
Content that is popular and easy to find gets featured by Google (Bing and Yahoo too, of course). The Consideration phase is a great time to have your articles show up organically. SEO takes a little more legwork and time to gain top placements in the organic listings than PPC, but the investment will last you longer – assuming you have good content that is visited often. SEO is the accompanying tactic to PPC when you think search engine content marketing promotion. It's important to develop the right SEO strategies and practices to ensure proper crawling and interpretation of your website content. Also, local SEO comes into play here if you are a local business looking to drive local traffic. This is a combo effort of work on your website and third-party directory and mapping services.

Lead Generation + Nurturing

Consideration is a time when heavy nurturing takes place. Providing people with a consistent conversation that is strategically geared to what they're wanting to know is what will keep you top of mind and will continue to build trust. You must first make sure that you have a clear value-prop lead generation CTA and are able to collect minimal, but important, prospect information. Then, deliver on your promise with a strong, purposefully-developed Lead Nurturing Program to help guide your prospect toward closing.

Website

Not surprisingly, this will be important at every phase. You are developing a lot of content to solve problems and you want people to be able to easily access, read and engage – whether they are on their desktop, tablet or phone.



"79% of top-performing companies have been using marketing automation for more than 2 years."

<http://blog.autopilotHQ.com/marketing-automation-statistics/>

CLOSING



In this phase, the targets have done all their research, narrowed their list, and are ready to be convinced which brand/product/service on that short list is the best choice. If you reach this phase with your prospect—congratulations! Now it's time to help them cross the finish line.

PPC

This phase is where PPC kicks tail. When someone wants to buy, they often hit search. If you have a well-built, well segmented, intelligently-messaged PPC campaign, you can make money with PPC. It's important to stay on top of best practices and optimization opportunities for best campaign performance.

Website Product Content

The content on the site that is most helpful in this timeframe often are comparisons against competitors, pricing models, product details, reviews and case studies. These typically represent the biggest needs, therefore the best messages to deliver!

SEO/Local SEO

Much like PPC, people will search and click on local map or organic results. This is great for long-term traffic, and is still highly trafficked—even in the closing phase. You want to make it really easy for them to find you when they're ready to buy. No distractions please!

Conversion Optimization

While not everyone knows the service by this name, every marketer is somehow familiar with the function. Why are people leaving the website? Why are users abandoning my form? Why do people bounce from my homepage? These are all things we want to test and fix for closing.

Website Landing Pages

Your landing pages—and making sure they're responsive, quick and relevant—are always important, but this phase is probably the most critical. Your prospective customer is ready to buy, so it's very important your campaign landing pages are direct, distraction-free and optimized for conversions.

LOYALTY



After the purchase, it's important to keep your customer feeling pleased and educated. The following channels are common during this phase:

E-mail

A loyalty e-mail program can not only be helpful for continued promotion of products, events and sales, but more importantly, it will help your customers continue to use your products/service and deepen the relationship with you. You have the data to know what they purchased and what they are interested in, so provide them with tailored recommendations, advice and suggestions to help them get the most out of their purchase and your offerings.

Social

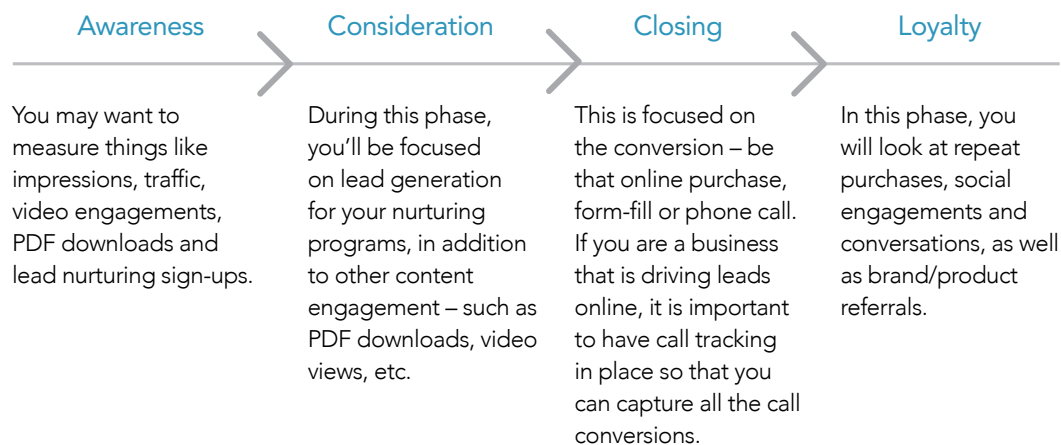
Social content with an intent of loyalty requires a blend of a few types: expert education, product education, fan-base engagement (user-generated), and customer appreciation offers. It's important to know your product and your customers to develop the right social loyalty content mix.



Know How To Measure

No 360° Digital Program is complete without a measurement strategy. You know this, and probably already have a number of measurement tools in place. We want to make sure that your measurement set is useful, helpful, and quickly delivers the insights you need to refine your program until you get the results you're looking for.

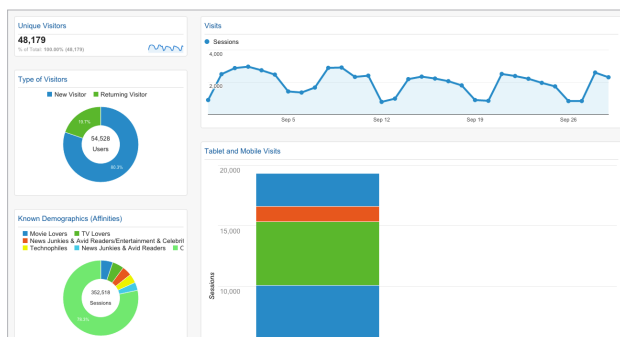
A good measurement strategy will have all the bases covered to make life a little easier for you, and better prepare you for your monthly marketing executive reports. It's important that you have proper and appropriate measurement goals at each phase in the customer journey, so you can learn how each phase and tactics feed each other and continue to better document your customers' behaviors.



Once you have identified what you will be tracking, it's important to make sure your tools are configured properly to give you the best chance at gaining insights and developing a marketing reporting story.

Get Data in Your Dashboard

While data is relatively easy to come by these days, having the right data sent to you is far more important. A large portion of work can be cut out by not having to go and search for the things you need every week or month.



Ask yourself:

Do you have Google Analytics (or another data gathering engine) set up and gathering all the data you need to make good decisions?

Easy-to-Find Insights

Insights are only valuable if you can find them in a timely fashion. Set up your analytics or dashboard to display your most meaningful data up-front. For example, an easy win is to display website sessions with events as a widget. This quickly shows you which pages people are looking at and the popular actions taken. Then you can dig into what matters more quickly—like how to duplicate that success.



Check out our Enlon resource, [Content Marketing Measurement from A-to-Z](#), we spend a whole chapter talking about how to optimize your measurement system for good insights.

Ask yourself:

Do you have dashboards set up so that you don't have to dig and dig for the proper insights?

Automated, Useful Reports

You don't have to rely on the pre-built reports in your dashboard. To make your reporting dashboards more powerful, you must identify the data you need, and then set it on a weekly or monthly send to your inbox. The small amount of time you spend setting up these custom reports will save you days worth of time in the future. Once you have this in place, you are able to give more effort to the recommendations you gain from the time spent on insights.

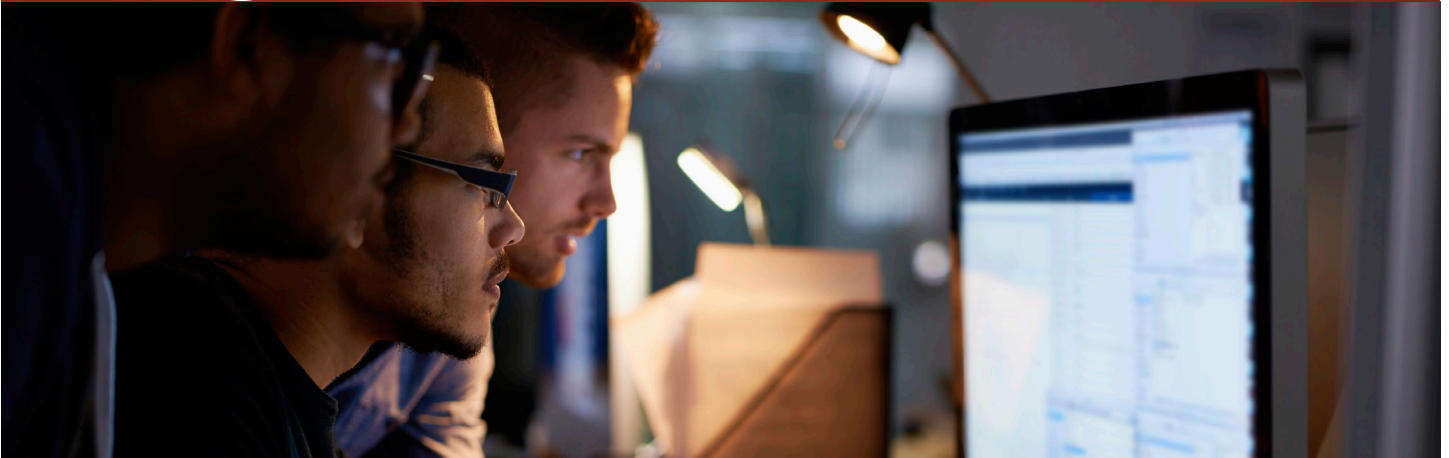
Spend some time with Google Co-Founder, Avinash Kaushik, and see the five custom reports he recommends: <http://www.kaushik.net/avinash/speed-focus-insights-google-analytics-custom-reports/>

Ask yourself:

Are your tools automated to give you scheduled reports, in the format you need, with all the data you want?

Are you looking at your data with a holistic approach, or just one channel or platform at a time?

Do you understand how each channel impacts the other, the flow your customer typically goes through, and are you able to provide your organization with insights that help drive things forward?



Know Your Technology

360° PROGRAMS FOCUS ON THE USER EXPERIENCE

If we haven't driven this home enough by now, it's worth saying that brands that put the customer first are the ones who win. In the digital space, that means creating experiences like websites, apps, and tools that extend your brand and give users—whether customers or potential customers—what they want in a format that's easy to use and understand.

Don't be that brand that loses customers through digital experiences that are hard to use, clunky, slow, or impractical. Keep them moving down the funnel toward conversion and loyalty with good User Experience (UX) practices.

Here are a few things you can do to make your users happy:

Mobile-Friendly is a Must

Having a mobile-friendly website is non-negotiable. Mobile devices are simply too popular (and too valuable a channel) for businesses to ignore. No excuses here.

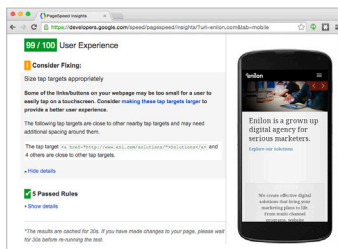
Build it Lean & Keep it Fast

Just like customers expect websites to be mobile-friendly, they also expect them to be fast. When pages load too slowly, visitors get restless and tend to bounce off the page and look for quicker sites to use. This is true for most websites, but it rings especially true when customers are researching and making purchase decisions.

Ask yourself:

Is your website mobile-friendly (easy to read, fast to load, creates a good customer experience)?

Is your website up to date with Google's most recent speed and mobile-friendly guidelines?



Take the Google Site Speed Test (because slow pages translate into lost leads) to see where you stand: <https://developers.google.com/speed/pagespeed/insights/>

Use a Flexible Content Management System (CMS)

For real and measurable online success, you have to be in a position of agility. That means when you have an idea for a campaign, it doesn't take you months to ramp up and put something on your website (speed matters here, too).

A flexible CMS allows you to move quickly, swapping out content and making updates easily and without much fuss.

Marketing Automation

An unavoidable buzzword in the marketing world for the last couple years, Marketing Automation (Pardot, Hubspot, Marketo and the like), actually brings quite a bit of bite with the bark. Not only does it help streamline and automate many routine marketing workflows such as lead nurturing, email marketing, landing pages, social and more, but it brings much needed efficiency to your team. It not only assists you by generating more leads but more importantly directs your sales team to concentrate on the ones that matter.



Ask yourself:

Is your website on a recently-built, agile CMS? (In other words, can you add/change things quickly?)



Ask yourself:

Do you feel that sometimes your marketing or sales team is spinning its wheels, spending time on leads or tasks that aren't directly contributing to higher revenues?

This shouldn't feel like guesswork.

Even with the lightning pace of change in digital marketing, there is a science to creating an effective plan that brings great value to the business. There are countless tools at your disposal, as well as good partners you can turn to.

Think 360°. Think through every piece. Make sure you understand exactly why each piece is there, if it's working hard enough for you, and how it affects and supports every other piece. **Take this research and experience and turn it into action for your business. Sit down and dig into the blank worksheet we've provided for you starting on the next page. This is where you get traction for your digital presence.**

And if you're serious about building an effective 360° Digital Program, apply for a **free personalized digital audit**. We'll analyze your mix of channels and tactics to see how each piece is working together and individually, so you'll know where you're strong and where you need to focus. So, like a good marketer always does, here's our strong call-to-action: **contact us for a personalized audit of your plan today.**

We specialize in helping marketers build and execute 360° Digital Programs. We'll apply some scientific and creative thinking to your plan and analyze your data, examine your digital mix, and come back with recommendations specific to your industry, your brand, and your goals.

We can take care of your entire 360° Digital Program, but if you already have a program in place and just need to cover a few essential pieces in your marketing plan, we're happy join your team.

Here's to results!

The Enilon Team

Your 360 Marketing Plan Worksheet

Part One: Current Situation

1. What are the business goals for each of your primary products/services?
2. What are the top three-to-five marketing goals this plan needs to address?
3. Who are your primary target audiences?
4. Who are your primary competitors?
5. What inherent strengths do we have that work well in digital platforms?
6. What is the status of your marketing plan?
7. What have you done in the past that has proven successful?

Your 360 Marketing Plan Worksheet

Part One: Current Situation

8. What do you know you want to initiate, or do differently, with this plan?

9. What internal political situations need to be strategized for internal sell-through?

Your 360 Marketing Plan Worksheet

Part Two & Three: Your Customer At Each Phase

AWARENESS PHASE



Customer

1. Where do your customers spend their time online?

2. What are the major pain points they are dealing with?

3. What messaging would resonate at this phase?

4. What am I offering (or could offer) of value (content, online tools, events) so people will engage?

Channels (circle one)

Content Marketing: DOING WILL DO N/A

Social: DOING WILL DO N/A

Forums and Communities: DOING WILL DO N/A

Display: DOING WILL DO N/A

Prospecting E-mail: DOING WILL DO N/A

Website: DOING WILL DO N/A

Other:

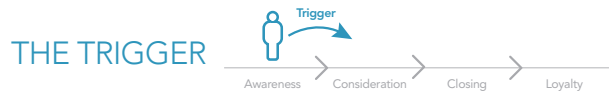
Your 360 Marketing Plan Worksheet

Part Two & Three: Your Customer At Each Phase

Measurement

What am I measuring from my tactics at this phase?

Notes/Ideas:



1. What are the top two-to-three triggers that cause my target audience to really get moving to finding a solution?

2. How are we uniquely positioned to solve that problem for them right away?



1. What questions or problems is my audience researching in this phase?

2. Where are they searching for the answers to these challenges?

Your 360 Marketing Plan Worksheet

Part Two & Three: Your Customer At Each Phase

3. What are potential roadblocks the customer might run into?

4. Who are the influencers online that they are relying on for solutions?

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Content Marketing:	DOING	WILL DO	N/A
Social:	DOING	WILL DO	N/A
PPC:	DOING	WILL DO	N/A
SEO:	DOING	WILL DO	N/A
Lead Nurturing:	DOING	WILL DO	N/A
Website:	DOING	WILL DO	N/A
Other:			

Measurement

What am I measuring from my tactics at this phase?

Notes/Ideas:

Your 360 Marketing Plan Worksheet

Part Two & Three: Your Customer At Each Phase



1. What are the potential roadblocks between decision and purchase for my customer?
2. Who is making the final decision, and are we speaking directly to them with our message now?
3. Are we providing a user experience that matches our target audience's expectations?

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Measurement

What am I measuring from my tactics at this phase?

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Your 360 Marketing Plan Worksheet

Part Two & Three: Your Customer At Each Phase

LOYALTY/ADVOCACY PHASE



1. What additional service or value could I provide to my customers post-purchase that would help them feel really confident with their decision?

2. Do we have a retention program in place that further educates our customers about our brand or relevant products/services?

3. Do we make it easy for customers to share great experiences with our brand?

Channels (circle one)

E-mail: DOING WILL DO N/A

Social: DOING WILL DO N/A

Other:

Measurement

What am I measuring from my tactics at this phase?

Notes/Ideas:

Your 360 Marketing Plan Worksheet

Part Four: Know How To Measure

1. Do I have a measurement strategy in place to see what I am getting in return for every dollar?
2. Do we have Google Analytics (or another data gathering engine) set up and gathering all the data we need to make good decisions?
3. Do we have dashboards set up so that we don't have to dig and dig for the proper insights?
4. Are our tools automated to give us scheduled reports, in the format we need, with all the data we want?
5. Are we looking at our data with a holistic approach, or just one channel or platform at a time?

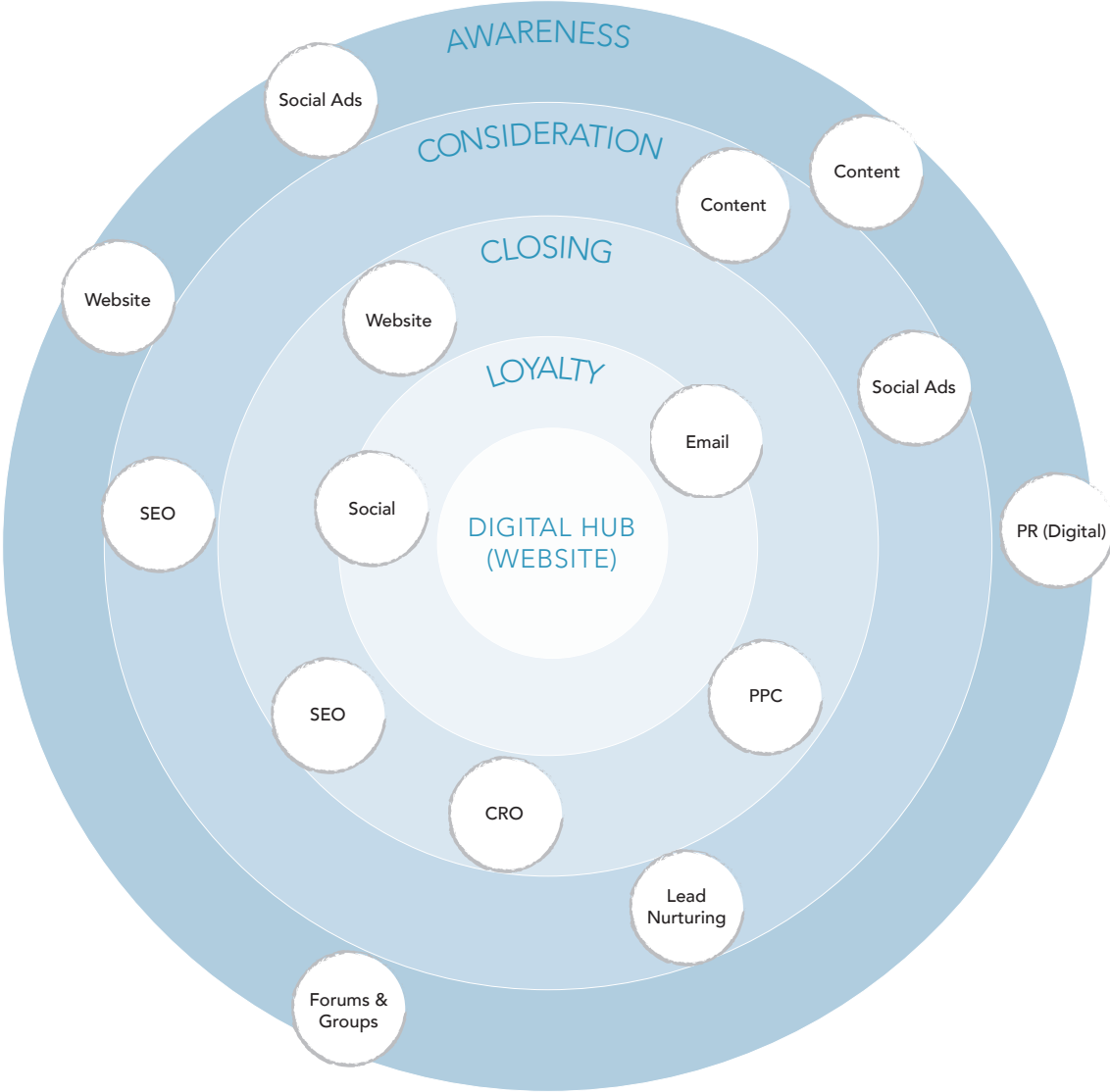
Your 360 Marketing Plan Worksheet

Part Five: Know Your Technology

1. Is our website mobile-friendly (easy to read, fast to load, creates a good customer experience)?
2. Is our website up to date with Google's most recent speed and mobile-friendly guidelines?
3. Is our website on a recently-built, agile CMS? (In other words, can we add/change things quickly?)

Your 360 Marketing Plan Worksheet

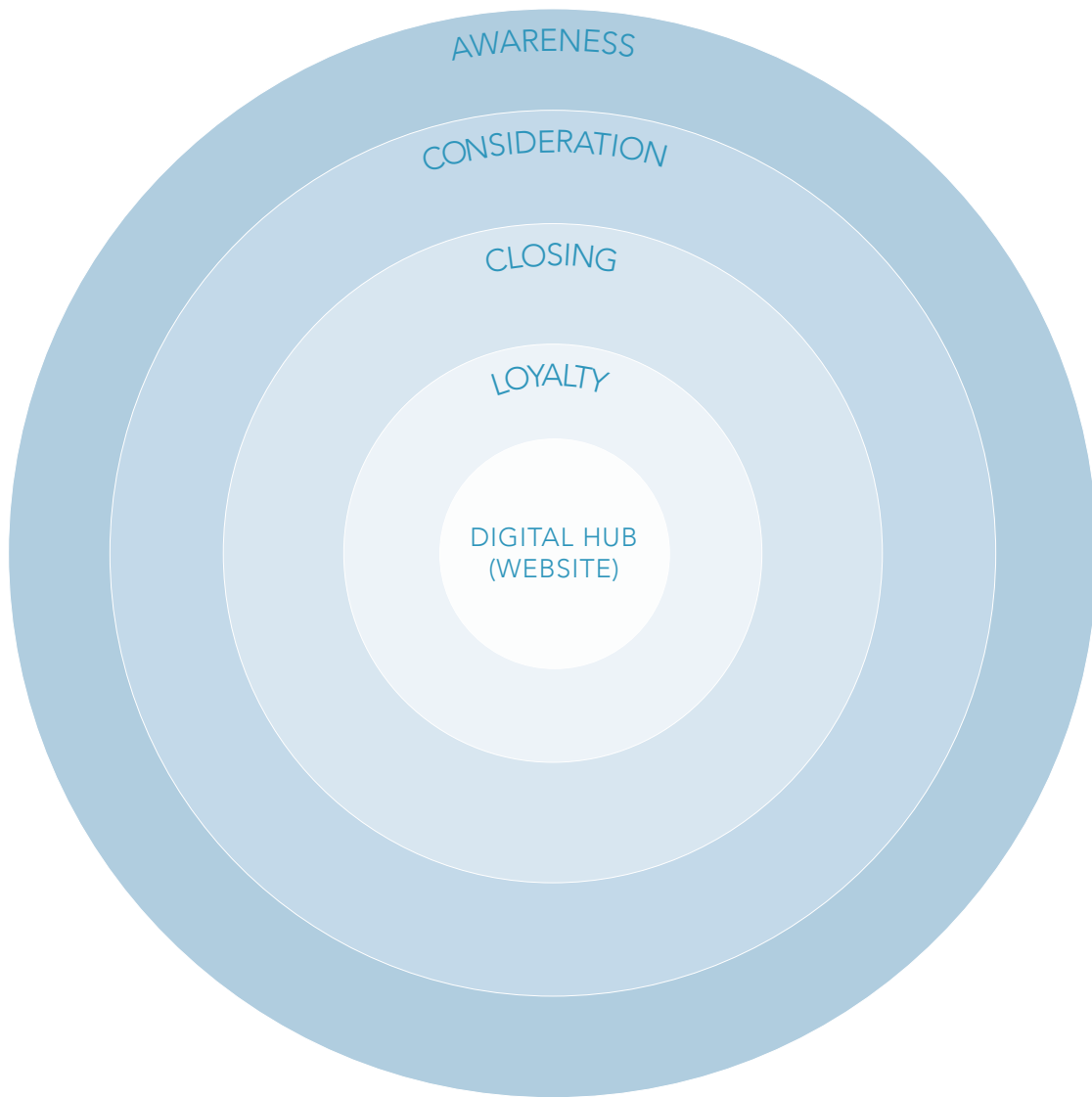
An Example of a 360° Plan Map



Your 360 Marketing Plan Worksheet

Your 360° Plan Map

Now is the time to visualize your digital plan so you can make sure the initiatives are working appropriately together at each phase and driving the user to the next phase. Indicate (draw) below the tactics you are doing at each phase. Then take a moment to think about how each connects – do they feed each other? Think about your messaging for each tactic – is it appropriate for the phase? Assess what is missing and develop a game plan to put it in place.





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Visit us at enilon.com.