

Driving Growth with Digital Marketing:

10 Steps to Create a Digital Marketing Program

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TODAY'S DISCUSSION

10 Steps to Create a Digital Marketing Program

Creating Your Digital Marketing Program

Q&A

10 Steps to Create a Digital Marketing Program



01

DIGITAL MARKETING

Any marketing that uses electronic devices to convey promotional messages and measure the impact



DIGITAL MARKETING CAMPAIGN TYPES

Search engine optimization (SEO)

Search engine marketing (SEM)

Content marketing

Inbound marketing

Influencer marketing

Social media marketing

Email marketing

Display advertising

Pay per click advertising (PPC)



USING ANALYTICS

53.7%

FROM WEBSITE AND/OR OTHER
DIGITAL CHANNELS

GOING DIGITAL

7/10

MARKETING TACTICS ARE DIGITAL



*According to the Hinge Research
2022 High Growth Study: AEC Edition



02

DEFINE PERSONAS

A buyer persona is a fictional, generalized representation of an ideal client

CRM

Look through your database to uncover trends about how clients interact with your firm and marketing materials.

FEEDBACK

Ask your BD managers and PMs about leads and contacts they're interacting with the most.

WEBSITE FORMS

Use website forms to capture persona information.

INTERVIEW CLIENTS

Interview clients and prospects to discover what they like about services your firm provides.



IDENTIFY PATTERNS

Basic demographics

Background

Challenges

What can we do?

Primary goals

Secondary/personal goals



When the personas are used correctly, they allow firms to produce highly targeted content that leads to better responses from new and repeat clients.



GOALS

03



Without marketing goals, it's nearly impossible to develop a marketing plan, let alone know if the marketing effort is working.

An AEC firm's strategic/business goals are a critical place to start identifying digital marketing goals.



SET SMART GOALS

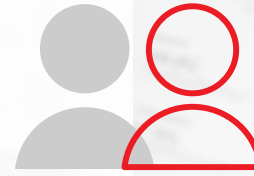
Specific
Measurable
Attainable
Relevant
Time Bound



Acquire new leads



Activate existing contacts



Cross-selling



Increase website traffic



Improve conversion rate





CONTENT STRATEGY

04

A content strategy is a plan in which firms use content to achieve business and marketing goals. A successful content strategy will attract ideal clients and decision-makers at different stages of their buying decisions.

FORMULATE THE DECISION-MAKING FUNNEL

Decision-makers move down the funnel to the
ultimate purchase



RUN A CONTENT AUDIT

Knowing what content is already created is a great place to start. Look through everything and tag it with the stage of the funnel it could work for. Then identify gaps.

FILL THE CONTENT GAPS

Develop content ideas for each stage. Ask PMs, conduct keyword research, etc. to brainstorm new content topic ideas.





DEVELOP NEW
CONTENT

05





BRAINSTORMING IDEAS

PROBLEMS

What problems will you be solving for your targeted audience(s)?

UNIQUENESS

What makes your firm or your point of view unique?

FORMATS

What content formats will you focus on?



06

CONTENT REPURPOSING

You don't need to constantly create new content. You just have to work on getting the content you already have in the hands of more people.

REPURPOSING IDEAS

- Convert long blog posts into ebook or listicle social media series
- Turn conference presentations into blog articles, webinars, etc.
- Build an infographic
- Refresh and republish old blog posts
- Guest posts
- Create a podcast or video series
- Create a frequently asked questions piece
- Create a checklist freebie





CONTENT PROMOTION

07

Creating great content simply isn't enough. Marketers need a promotional plan that strategically shares content with the people who will benefit the most from it.



SEARCH ENGINE OPTIMIZATION

At a high level, optimize your content for the specific topics and keywords you want to be known for.

SOCIAL MEDIA

Using hashtags, sharing visual content, and writing engaging copy are just a few ways you can optimize your social posts.

EMAIL MARKETING

Share your content using this often overlooked and underutilized method.

LIVE EVENTS

Presenting at conferences or webinars, and appearing on podcasts offers other great ways to promote content.



ANALYZE RESULTS

08

If you're not tracking your marketing efforts, how will you know if they're working or not?

WEBSITE TRAFFIC
SEARCH TRAFFIC/KEYWORD RANKINGS
BACKLINKS
CLICK-THROUGH RATE
CONVERSION RATE
EMAIL SIGN-UP RATE
DELIVERY, OPEN, CLICK RATE
ENGAGEMENT/INTERACTION RATE
FOLLOWER GROWTH RATE
BRAND MENTIONS

Potential KPIs



MARKETING METRICS BEST PRACTICES

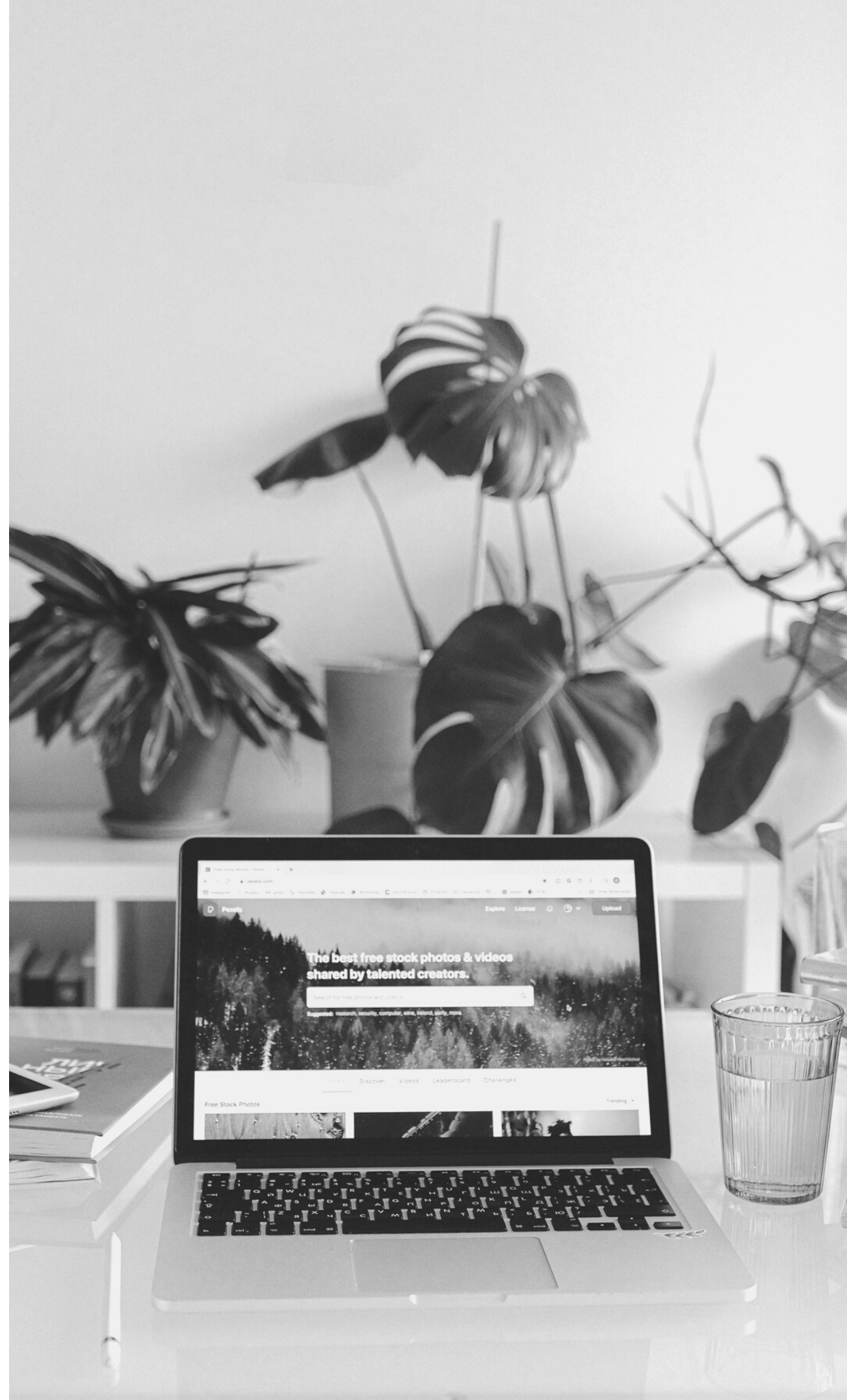
Use your SMART goals as the basis

Connect your marketing platforms

Limit KPIs to only those you need

Tailor KPIs to the audience





**OPTIMIZE
PERFORMANCE**

09



AREAS TO OPTIMIZE:

Website

Conversions and Leads

Content Promotion

Email Marketing



10

**ADJUST &
REFINE**

Let's get
started!



NEXT STEPS

01 Use Your Workbook

Refer to the workbook to help guide your program development.

02 Review Firm Goals

Make sure you understand your firm's growth goals.

03 Write SMART Goals

Develop 3-5 SMART marketing goals that support firm growth goals.

04 Pick Only 1

Pick only 1 SMART goal to start your digital marketing strategy.

05 Get to Work!

Use this presentation, workbook, and podcast episodes to help guide you.

06 Be Patient

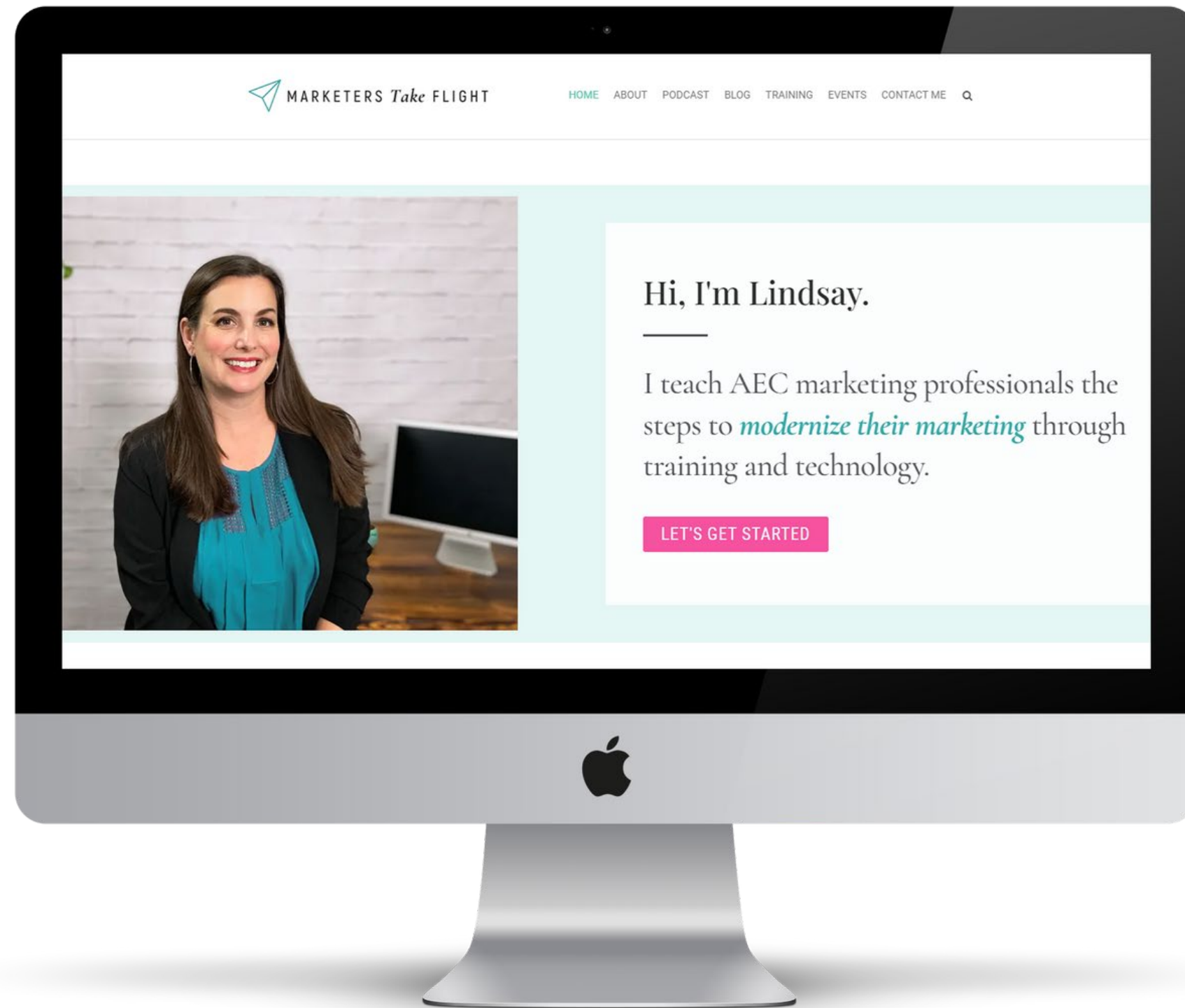
Allow yourself up to a year to be able to report full results.



THANK
YOU

Take a Photo of the QR
Code for Presentation,
Workbook & Contact Info





MARKETERS TAKE FLIGHT

AEC Marketing Strategies Podcast

AEC Marketing Pros Membership

Content Marketing Clarity Course

Proposal Pro Course

Other Online Training