

What will we learn right now?

1. How to decide what a business needs online?
2. How do you measure what is working?
3. How do you optimize a web presence?

SVP, Business
Development

CEO, Founder

VP, Account
Director

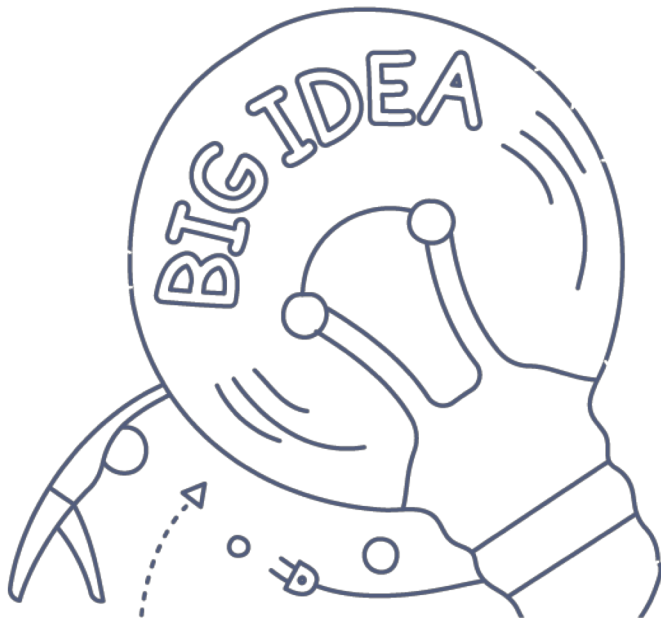


First: Who are Toby, Tony, and Elisa?

A marketing plan is a defined process for connecting user segments to your value proposition through appropriate channels.

Let's break this down.

A marketing plan is a defined process for connecting user segments to **your value proposition** through appropriate channels.



A marketing plan is a defined process for **connecting user segments** to your value proposition through appropriate channels.



A marketing plan is a defined process for connecting user segments to your value proposition **through appropriate channels.**



A marketing plan is a defined process for connecting user segments to your value proposition through appropriate channels.



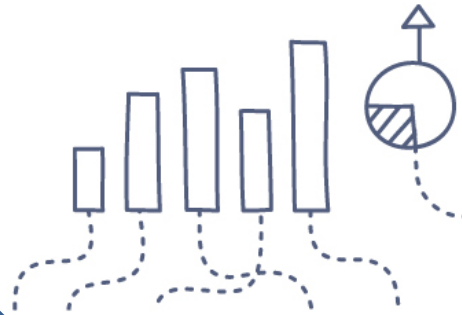
What are some fundamental differences between traditional advertising channels and digital channels?

**Here are some digital channels you will
want to understand:**

Organic Search



Pay per click



Referral

- Social Media
- Content Marketing



Display Ads



All the channels need to work together.

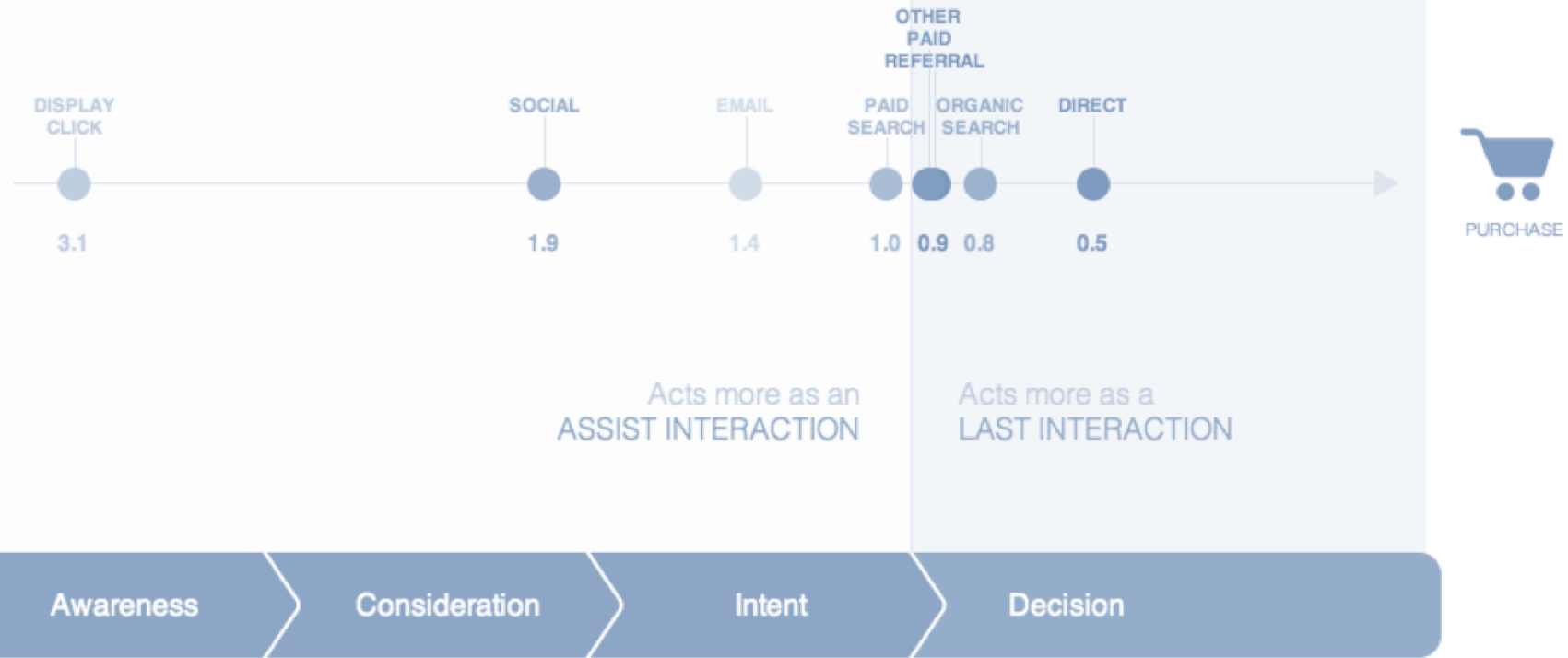
Organic, PPC, Referral [Social, Content], Display



Each channel is effective in different capacities of the selling process.



THE PATH TO PURCHASE



Legend



A channel's position on the chart is defined by the "assist/last interaction ratio." In general, ratios less than one mean the channel acts more as a "last interaction," while ratios greater than one mean that the channel acts more as an "assist interaction." The ratios in this report have been normalized to clarify channels' roles.

How do you define your channels?

Define your objectives for your first website / marketing plan and **ONLY** work on those.

Don't get caught up doing what is familiar over what works.



Web Metrics | Analytics

“Measure what is measurable and make measurable what is not so.”

–Galileo

What should you know?

Everything can be tracked online.

The internet is an archive of data and information.



List of KPIs to track

Demographics – Language, Interests, Age, Gender

Behavior – Visit length, Entrance point, Exit point, Top Pages

Conversions and Goals – Ecommerce Revenue, Lead submits

Traffic Sources – Social, Other Referrals, Organic, Advertised



Master Basics → Get Advanced

Eventually you should understand how various marketing efforts affect each other by understanding intricate data points.



Use your data to build your plan

You will have hot spots in your site or profile.

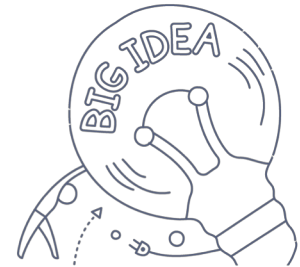
Develop strategies to engage users.

Track results and always be ready to adapt.



Recap

1. Each customer segment gets reached through specific channels
2. Define clear objectives for your marketing plan and stay focused.
3. Don't do anything on the web without tracking.
4. Use data to make decisions about online strategies.





@tonypassey



tony.passey@utah.edu

[linkedin.com/in/tonypassey](https://www.linkedin.com/in/tonypassey)