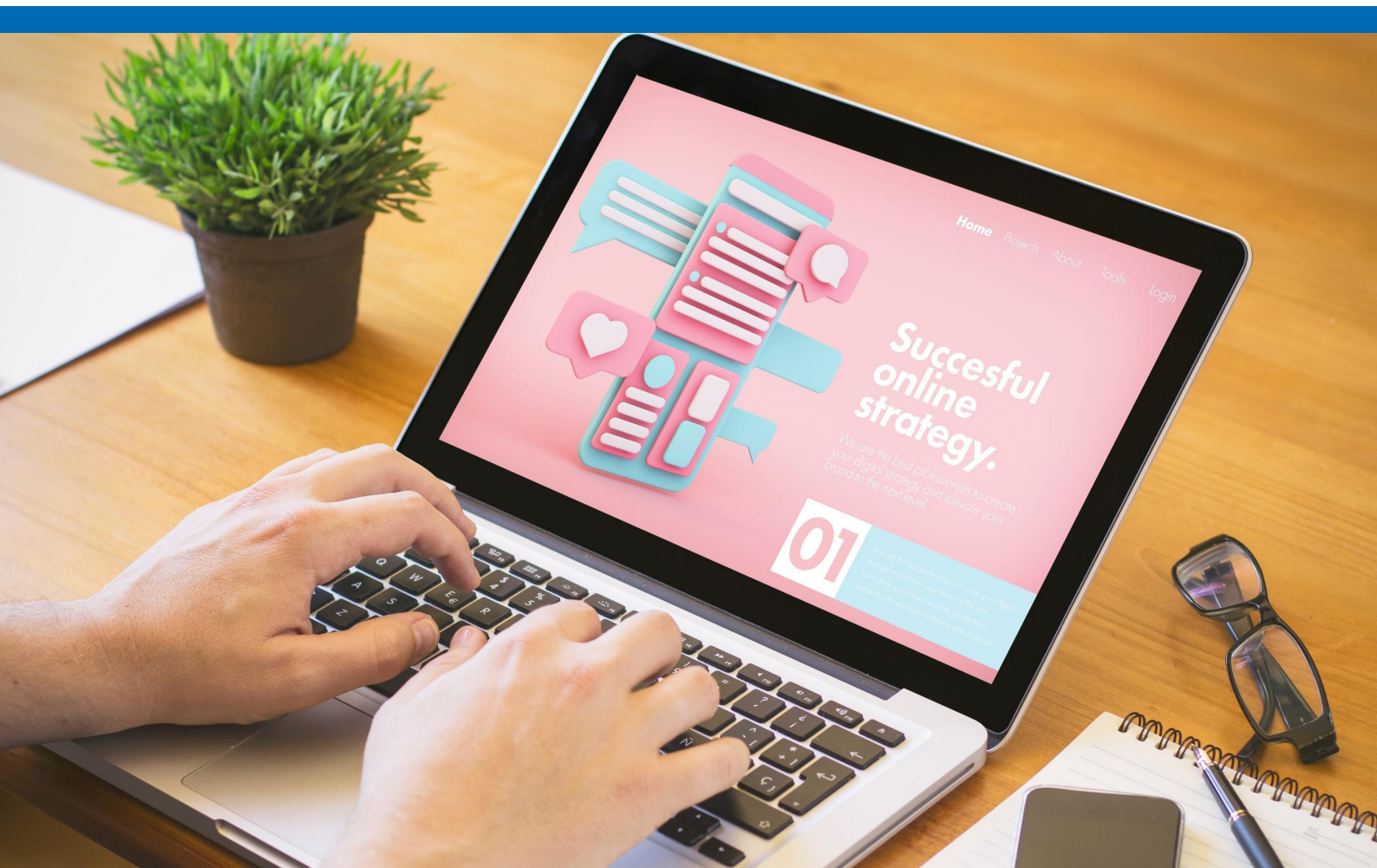# DIGITAL MARKETING FUNDAMENTALS

Module 8

DIGITAL MARKETING FUNDAMENTALS

Welcome to Digital Marketing Fundamentals! In this Module, we will explore the basic importance and principles of digital marketing. We'll break down how each digital marketing strategy fits into the marketing funnel discussed in our video and how anyone can use these techniques to reach their professional goals.

Let's get started!

WHAT IS DIGITAL MARKETING?

Digital marketing is any online method organisations use to communicate with their target audience and promote their brand. Every method we've discussed so far is a digital marketing strategy, including emails, websites, SEO, social media, paid online advertisements, and designs.

The main objective of digital marketing is to:

- Increase brand awareness.
- Make audiences interested in a brand or cause.
- Encourage individuals to consider trusting and investing in an organisation.
- Increase conversions or desired actions, like donations, sign-ups, or purchases.

Digital marketing is often divided into two main categories: paid and organic.

Paid digital marketing includes any strategies that require you to pay to deliver your content to an audience. For example, you see paid online advertisements via "sponsored" Facebook or Google Ads. These methods are effective for organisations with a budget and need to reach their goals quickly. New audience ads are used to gain awareness, and retargeting ads inspire interested individuals to commit to a sale or donation.

Organic digital marketing is any strategy that doesn't cost to deliver to an audience. For example, publishing a regular social media or blog post doesn't cost. It's geared toward creating long-term relationships and developing trust with an audience.

WHAT IS CONTENT MARKETING?

Content marketing is a core aspect of digital marketing. When we use the word "content," we're referring to any information or media that serves a specific purpose. That purpose might be to educate, empower, and engage an audience. Most often, digital content marketing helps to build trust and provide relevant value. It's less about selling and more about developing a relationship. Content marketing is typically organic, making it a very affordable way to advertise.

Digital content can be designed, written, recorded, captured, or curated in any way that allows it to be published online. We refer to anyone who views this content as "consumers."

Examples of digital marketing content:

- Social media posts and captions.
- Blog articles.
- Websites.

- Photos and videos.
- Free ebooks and guides.
- Emails and newsletters.

WHAT IS THE MARKETING FUNNEL?

As we discussed in our video, the marketing funnel is the journey an individual takes to become a customer or contributor to an organisation. Remember our relationship analogy? It's how a stranger turns into a loyal supporter, advocate, and partner.

There are 5 main stages of the [marketing funnel](#):

1. Awareness

How does an organisation spread awareness and ensure people know about their cause? This is often accomplished through SEO websites and blogs, paid advertisements, social media marketing, and word-of-mouth.

2. Interest

How do users gain interest in and connect with the organisation? Valuable, resonating content can capture an individual's interest. They can show this interest and keep in touch by following the brand on social media, subscribing to their email newsletter, or signing up for a free/zero-pressure service.

3. Consideration

How does a brand get interested individuals to consider investing, donating, or working with them? This is often achieved through consistent, valuable content marketing efforts. Sending out helpful email newsletters, educational blog posts, and inspiring social media posts can help turn a brand into an opportunity to consider.

4. Conversion

How does a brand 'convert' consumers into customers, donors, or volunteers? This is where we've built enough trust to encourage individuals to take the desired action. This is the sales pitch, so to speak. It is a warm, friendly proposal, as the relationship is already established. Digital marketers can use any of their platforms to convert.

5. Repeat! (Loyalty)

Once an organisation has a healthy pool of loyal supporters, it can grow even faster by empowering its followers to help them reach their goals. They can turn volunteers into recruiters, donors into advocates, and customers into references. In this mindset, you build an online community that can make a genuine, lasting difference.

WHY IS DIGITAL MARKETING SO EFFECTIVE?

You can reach more people and create a greater impact than ever before.

Digital marketing opens up a new world of opportunities compared to traditional marketing. Think of a billboard or poster, for example. At some point, there is a limited number of individuals who will see this advertisement because it's confined to one physical location. But imagine you create a social media post or website –– you're no longer limited by geography! You can instantly reach people around the city, country, and even the globe!

You can track the insights and performance of your marketing efforts.

Beyond this, digital marketing provides trackable insights. If you wanted to know how many people saw your in-person advertisement, you'd have to stand all day and watch! If you wanted to know how many people were moved to take action from it, you'd be out of luck.

But digital marketing comes with game-changing tools. Computers can track how many people see, click on, and even take the desired action from an online advertisement.

You can connect with individuals on a faster and more personal level.

Individuals can directly interact with organisations, leave comments on their posts, reply to their emails, and contact them through their websites. The internet makes the world even smaller and more connected and allows organisations to reach those they need to help faster and more effectively.
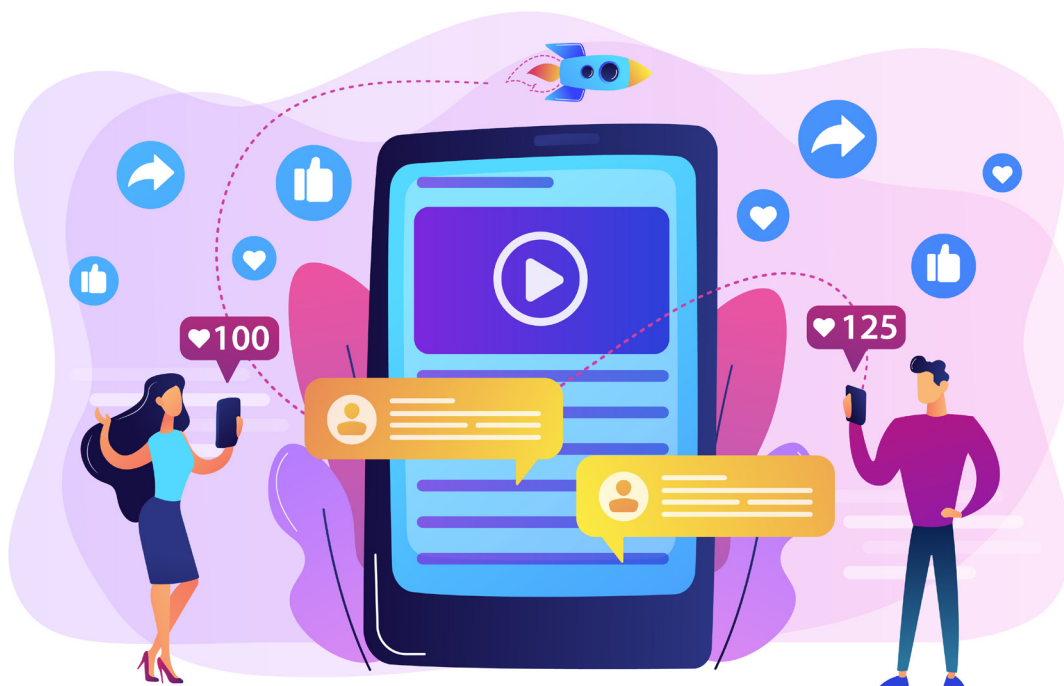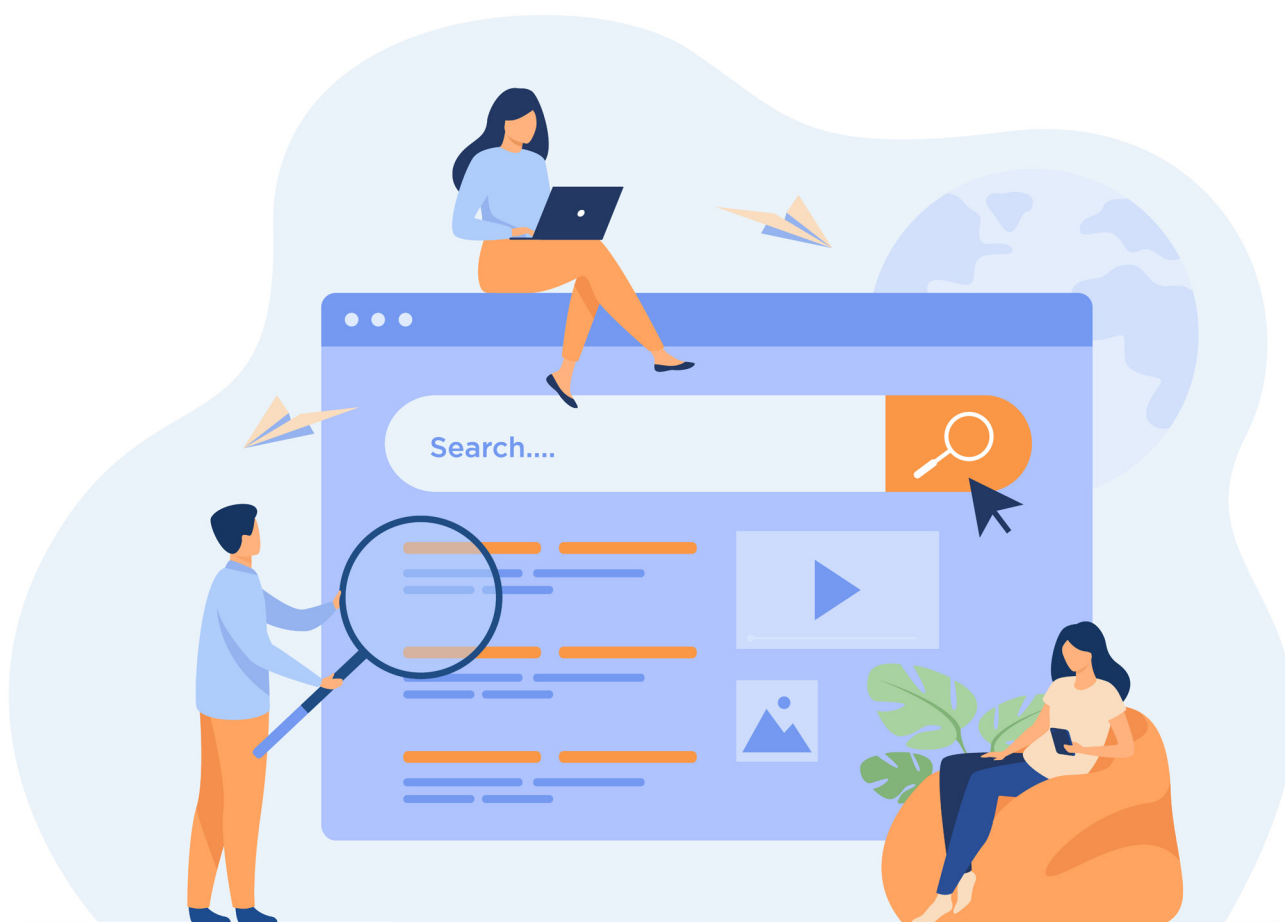
DIGITAL MARKETING:
BEST PRACTICES FOR NOT-FOR-PROFITS

Now that we understand the purpose and power of digital marketing, let's put our skills to the test! Continue to review some of the best practices specifically for not-for-profit organisations.

SEO (Search Engine Optimisation)

As a refresher, SEO is the strategy used to make a website more visible in search engines. The more 'optimised' a website is, the easier it is for customers to find it and make a purchase. As we learned in Website 101, digital marketers research and use keywords on their blogs and websites to make it easier for their target audience to find them in search engines. Keywords are the words or phrases individuals type into Google to find the information, solution, or service they're looking for.

DIGITAL MARKETING:
BEST PRACTICES FOR NOT-FOR-PROFITS

Here are the best SEO practices not-for-profit organisations can use to boost their visibility:

- **Localise SEO**

Most not-for-profit organisations focus on serving within their communities. One of the most effective ways to ensure our community can find us is by localising our SEO. For example, keywords for blogs and web pages should include phrases like "Sydney, Australia" to drive local traffic.

Google Business Profiles are also crucial for local SEO. These listings appear at the top of search results when you search for a business or service with a physical location. For example, if you Google "restaurants in Sydney," you'll find listings at the top with photos, reviews, hours, addresses, and contact information of local restaurants.

Optimising a Google Business Profile with photos, questions and answers, updates, contact information, and more can help increase local trust and SEO ranking.

- **Perform keyword research**

You can use Google's Keyword Planner to find the best keywords:

1. Create/sign in to your free [Google Ads account](#).
2. Click the Tools icon.
3. Select "Discover new keywords."

Overall, aim for long-tail keywords. These are more specific, longer keyword phrases.

For example, it's much easier to rank for "free digital marketing class in Sydney" than for "digital marketing class."
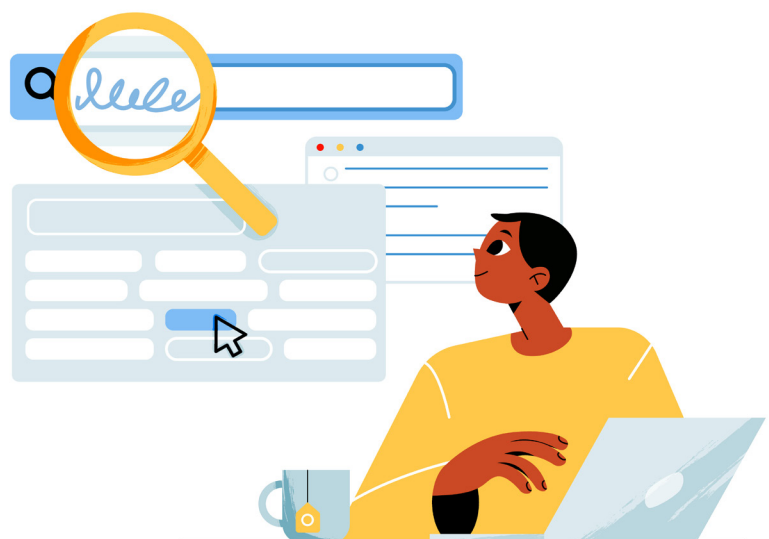
DIGITAL MARKETING:
BEST PRACTICES FOR NOT-FOR-PROFITS

- **<u>Write blog posts.</u>**

Blog posts are one of the most effective ways to increase SEO. The key here is to incorporate your keywords into your article naturally. For example, let's say we're writing a blog article about the importance of digital skills. If one of our keyword phrases is "digital skills training in Sydney," we might start our article with:

Digital skills can open up job opportunities, increase income, and transform lives. If you're considering signing up for digital skills training in Sydney, here are some important things to consider…

Overall, we want to aim for a keyword density of 1-2%. So, if a blog article is 1,000 words long, we want the keyword to be included about 10-20 times, as long as it sounds natural.

- **<u>Optimise titles.</u>**

Keywords are most effective in headings, subheadings, and near the top of a web page or article. When we use keywords in these places, we're telling Google that these phrases are essential, and they'll be more likely to send users our way when searching those phrases.

- **<u>Share links.</u>**

When links appear on other websites, it helps increase their SEO authority. This can increase the web page's ranking and visibility. You can easily do this by sharing blog articles and web pages to your social media profiles or in comment sections on other websites. This is what digital marketers call 'backlinking.'

An even more powerful way to accomplish this is to pitch or send articles to local magazines, blogs, and publications. If they share our story on their site, it increases our SEO and spreads the word to their local audience!
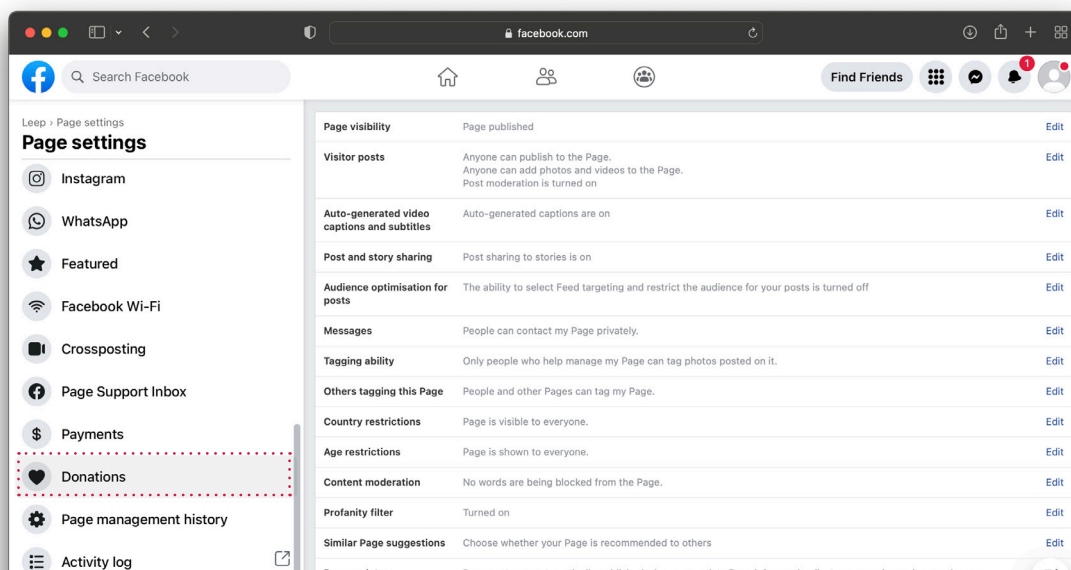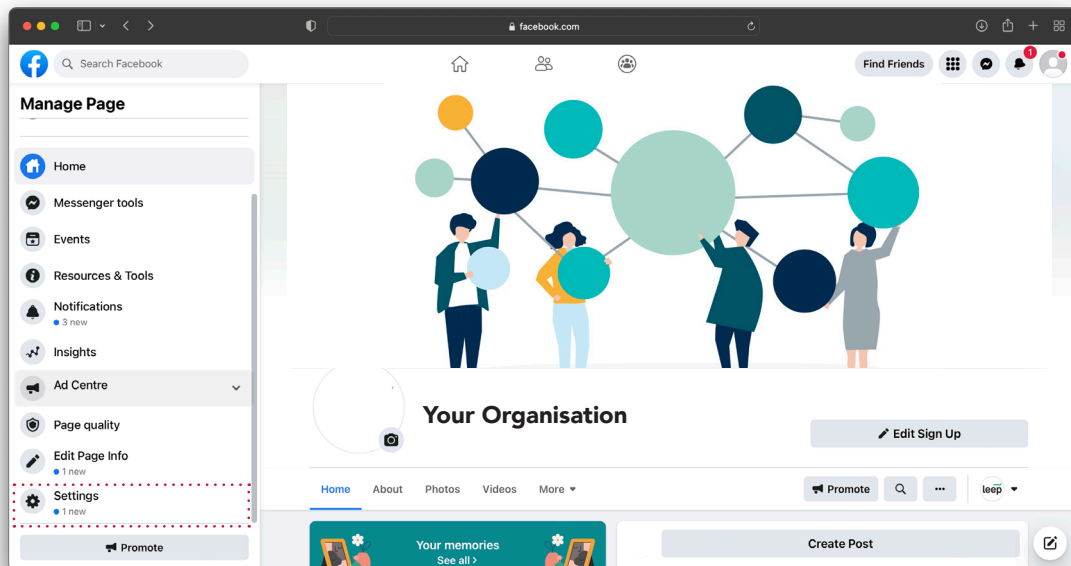
SOCIAL MEDIA MARKETING

Turn on Facebook and Instagram Fundraising.

Facebook and Instagram both have fantastic fundraising features. Users can create posts that allow their followers and friends to donate straight from the post!

Organisations can turn on this fundraising feature on [Facebook](#) by:

1. Logging into their admin Facebook Page account.
2. Signing up for "Facebook Pay."
3. Navigating "Page Settings."
4. Clicking "Donations."
5. Checking "Allow people to create fundraisers" and "Add donate buttons to their posts."
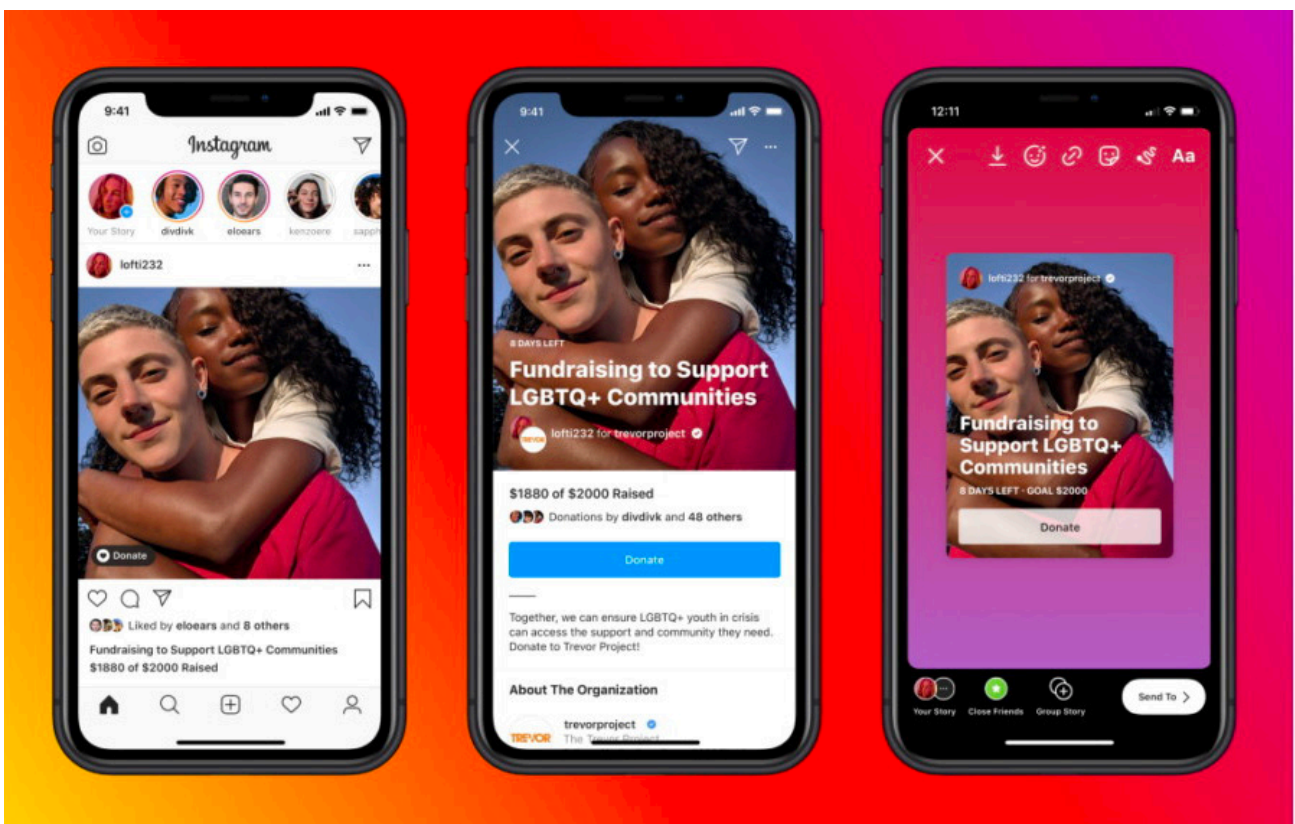
SOCIAL MEDIA MARKETING

Organisations can turn on this fundraising feature on Instagram by:

1. Logging into their organisation's Instagram account.
2. Tapping the top-right icon on their profile page.
3. Selecting "Settings."
4. Clicking "Business."
5. Tapping "Donations."
6. Checking "Add Donate Button to Profile."

Once this is set up, any Facebook or Instagram user can add a fundraiser to their posts and search/select the organisation as the recipient.

On **Facebook**, a user can start a fundraiser by creating a post and selecting "Raise money" as one of the features. On **Instagram**, they can do the same by selecting "Add fundraiser" to their post before sharing.

SOCIAL MEDIA MARKETING

Create and join local Facebook Groups.

Creating and joining local Facebook Groups can allow you to network within the community. This can help us connect more Volunteers and Donors with our cause.

Use videos and visuals.

Videos are central to content marketing success. Using Instagram and Facebook Reels can enable us to reach individuals outside our following.

EMAIL MARKETING

Create a lead magnet.

A 'lead magnet' is a central strategy for the first two stages of the marketing funnel: awareness and interest.

A lead magnet is a 'freebie' or free resource an organisation offers in exchange for users signing up for their email list.

From here, readers can stay in touch and build trust through consistent newsletters and email campaigns.

EMAIL MARKETING

Send out newsletters.

Newsletters are short yet valuable emails sent out regularly, often once per week, bi-weekly, or monthly. They are very content-driven, providing news, tips, and education related to the industry or topic that is relevant to both the reader and sender.

For example, a newsletter might include digital skills tips and advice, news regarding digital skills and disadvantaged communities in Australia, updates on our organisation's resources, etc.

Include a "Donate" or "Sign-up" action button.

While emails should focus on providing educational and valuable information, the bottom of every email should include an action button to increase conversions. This might include signing up to enrol in our services, volunteering to help, or donating.