

# Free Guide

## Digital Marketing Cheatbook For Business Owners To Increase Their Marketing Efforts

Unless you've been living under a rock, you must know that Digital marketing has become THE thing now.

What many people don't know is that Digital Marketing traces its roots back to the early 2000s, when the radio was born.

Marketers saw this as an amazing opportunity to market products and services and built up the first digital marketing strategy. Since then, we've been revamping these tactics, again and again, leading to the evolution of different types of Digital Marketing.

The first step to understanding digital marketing or marketing, in general, is to have an understanding of the commonly used terminologies.

The trick is not to memorise them but to get to a level where you are familiar with them so that you understand your marketing needs.

Here's a quick guide to deciphering some commonly used terms.

### **1. Content Marketing/Inbound Marketing**

Content or Inbound Marketing is the form of marketing undertaken by businesses aimed at providing high-value content to consumers in order to increase sales(of products/services).

**AIDA** – Stands for **Attention, Interest, Desire, Action**, and is one of the founding principles on which your marketing/advertising strategy should be based upon. It predicts the potential journey your consumer will go through before buying your product.

**Blog Post** – A blog post is any informative written material about a specific topic on your blog. It educates readers about your business, products, range, news, highlights etc. The best word count is around 1000 words.

**Content Curation** – Content curation basically means assembling content from a number of sources, picking and curating the best ones, adding a personal perspective and then sharing it with your audience. The sources can be many- articles, newsfeeds, websites, social media, others' blogs etc.

**Content Aggregation** – Content Aggregation is a method of compiling content from different sources automatically. It's basically content curation minus human interaction. However, due to the lack of human involvement, the quality of the content cannot be guaranteed.

**Earned Media** – Also Known As Word-of-mouth advertising, Earned Media refers to the publicity gained organically without having to spend money on advertising. It includes social media coverages, consumer testimonials, organic search traffic etc.

**eBook** – An electronic book is a book made available in a digital form which can be read on computers, phones or ebook readers, used to provide value to potential customers. They are portable and can be easily downloaded or purchased.

**Newsjacking** – Newsjacking refers to the practice of boosting a product/company's exposure by using current events or news stories and aligning them with the product. It keeps your business in conversation, and undoubtedly, such content instantly reaches a wide audience.

**Owned Media** – It refers to your organisation's media outlets that your company has full control over. Owned Media channel includes your company's website, blog, app, email marketing, social media presence etc.

**Paid Media** – Paid Media refers to the advertising tactics and marketing efforts put in to increase brand/product awareness. It includes pop-up ads, print ads, paid search, social media ads, retargeting etc.

**Word of mouth marketing(WOMM)** – It is a type of free advertising where the consumer talks about your product/brand to their friends, family based on their exceptional experience with you or your product. It is highly effective because more than 90% of people trust their friends/family over traditional media.

**Unique Visitor(UV)** – This refers to a person who visits a site at least once within the reporting period.

**User-centric design(UCD)** – UCD is a practice of creating user-friendly interfaces that can help a user to easily navigate within your websites and look for useful products for themselves.

## **Social Media Marketing**

**Social media marketing(SMM)** is defined as the usage of social media platforms in order to promote your product or business. It attracts a lot of

audiences, provided the fact that approx 3.2 billion people are tuned to at least one of the many social media platforms worldwide.

**Algorithm** – Google Algorithm is a complex system that searches, sorts and ranks results for a certain Google search done by a user. Facebook also uses similar algorithms to show relatable content in your newsfeeds.

**Bit.ly** – Bitly is a URL shortening device specifically used for sharing links on platforms such as Twitter, Instagram etc. The best part is you can track CTRs, see site referrals and determine the geographical locations bringing in the maximum clicks.

**Comment** – A comment is a type of response (typically a remark) made to your website content, social media postings, blogs etc. It is the easiest form of communication on the internet.

**Connections** – ‘Connections’ are to LinkedIn what ‘friends’ are to Facebook. These connections need not be your friends but people whom you trust on a professional level.

**Engage** – Engagement refers to any kind of interaction of users with you and your social channels.

**Facebook** – Facebook is a social media platform used by more than 1.11 billion people every month. Founded by Mark Zuckerberg, it helps people to connect with each other sitting in any part of the world.

**Foursquare** – Foursquare is a location-based social media network that helps users to access local hotspots- even places they never knew existed! It can help them find you and your business and let them know about various discounts and deals for your products.

**Hashtag** – Hashtags are used in social media platforms that compile all digital content related to a specific topic together. That way users can analyse all conversations related to that topic without any hassle.

**Influence** – Determines how important an individual is deemed by his or her following.

**Instagram** – Instagram is a photo-sharing social media platform that allows people to share photos, IGTVs, reels, memes etc. Tonnes of businesses work via Instagram due to its huge customer base.

**Like** – It's a social-media feature used to imply approval. More the likes, more the level of approval by the audience.

**LinkedIn** – LinkedIn is an online service and social platform aimed at creating a professional space for users. It's a great place to connect with professionals from the field and allows both job seekers and employers to find each other.

**Podcast** – A podcast is a long recording, typically made as an audio series, that a user can download to their personal device for listening anytime, anywhere. It's a great way to widen your audience by providing values.

**Retweet(RT)** – A retweet is a reposted or forwarded tweet by a user on Twitter. A retweet always maintains the authorship of a tweet.

**Twitter** – Twitter is a micro-blogging platform that allows the users to post short posts called tweets, in 140 characters at a time. It is a great tool for sharing content to a large audience and is suited for both personal and professional use.

**Trending** – A topic is said to be trending when there is a sudden surge in its popularity in one or more social media platforms for a limited amount of time.

## **Paid Online Marketing**

Paid Online Marketing is any sort of digital advertising for which a company or a marketer pays for. It generates a lot of traffic, provided the fact that a large number of people are connected digitally to the world.

**Pay Per Click** – PPC marketing, as the name suggests, is primarily offered by search engines where you pay the search engine every time your ad is clicked upon. The visitor is then directed to your website, where they can engage with your business.

**Ad Copy** – The headline, main body plus the CTA written for your advert is called an Ad copy. The ad copy usually decides whether or not your ad would be clicked by the user or not.

**Bid Price** – A bid price is the price that you are prepared to pay for targeted keywords in a PPC campaign.

**Click-Through Rate** – The CTR is the number of clicks that your PPC ad received divided by the number of times the ad is displayed on the search engine. A high CTR indicates that your ad has been a success and the users found it relevant to their needs.

**Conversion Rate** – A conversion is when a user responds to your CTA or purchases your product after clicking on your PPC advert, whereas the conversion rate is the number of conversions divided by the number of users who visited your website.

**Cost Per Click** – CPC is the amount of money you pay for each click on your ad by a visitor. It is affected by

**Google Adwords** – Google adwords is the PPC ad network of Google

**Impressions** – The number of times your advert is displayed on the search results pages in response to a search for a specific search term.

**Keyword** – The word or phrase used to search for a term that you bid on. Using relevant keywords will ensure that your adverts are only displayed to relevant users, who are most likely to convert into sales.

**Landing Page** – The page on which a visitor lands after clicking on your ad. These pages should be optimized to ensure high conversion rates.

**Quality Score** – A ranking method used by Google Adwords. It is based on relevancy with competitors, CTR and CPS. A high quality score will result in a lower minimum bid and better ad position.

## **2. Email Marketing**

**Above the Fold** – This section of an email is the most crucial part of an email marketing campaign. The above the fold section of an email is that part that you can see without having to scroll down. Your readers will see and read this section first.

**Bounce** – A bounce is an email marketing message that is rejected by your subscribers' incoming mail system. There are several reasons why emails can bounce, but usually because:

- your message was regarded as spam.
- the email address is no longer valid.

**CTR (Click Through Rate)** –The CTR is calculated by dividing the amount of clicks received to the HTML links in your email by the amount of emails sent. If you sent 100 emails and 10 people clicked on links in your email, you would have a 10% CTR. Averages vary by industry.

**Open Rate** –The open rate tells you how many people opened your email message. To get the rate, divide the amount of emails sent by the amount of people who opened it. Note: The open rate does not guarantee that the messages were read. Your CTR will give a better indication as to how many emails were read.

**Subject Line** –The subject line appears next to the From line in your subscribers' inboxes. This section of your email marketing campaign is crucial. You have to craft enticing subject lines for each campaign. It should tell the reader what the email is about in a way that will make him or her open and read the whole message. Subject lines should be simple, short and enticing.

**Subscribe** –The process during which a person joins your mailing list. Building an email marketing list of people who choose to receive your mail takes time.

**Subscriber** –Subscribers are people who specifically request to join your list.

### **3. SEO - Search Engine Optimization**

**Search engine optimization makes your website easy for search engines to index and for users to find.**



**Alt Image Tags** –Alt tags, or alternative text, help search engines to read a description of images, as it cannot read images.

**Black Hat SEO** –This term describes unethical, deceptive and distasteful SEO practices that could include keyword stuffing, buying links or other methods that are in breach of search engine regulations.

**Call to Action** –Messages that inspire your website visitors to take an action, such as:

“click here”

“buy now”

“subscribe here”

“get your free copy”

**Conversion** –When a visitor or subscriber successfully reacts to your call to action to complete the leads funnel, for example, when he downloads something, reads something or buys something.

**Domain** –Your website’s main address.

**Headings** – Website text that is enclosed in a heading tag, including H1, H2, H3, etc. The headings will usually be in a larger, bold font than the rest of your text.

**HTML** – Your website consists of code, a language that search engines read to decipher the information. Clean HTML on a website makes it easier to index and rank a website.

**External Links** –Links from your website to a different site. Relevant external links are crucial for good SEO.

**Internal Links** – Links that refer visitors to a different page within your own website. It is another useful SEO tool.

**Keywords** – Words that users enter on search engines to find information. Your website should contain keywords to draw visitors who are looking for relevant information to your site. Keywords should be related to your specific business.

**Link Bait** – This term describes the type of content on a website that will make people want to link to your site. The more quality and diverse links are sent to your site, the better your site will rank in search engines. Good examples of link bait include quality content, such as original information, visuals, infographics, resource guides, or tools.

**Link Building** – Link building is the process of obtaining more inbound links to your site. The more links to your site, the higher your rankings. Good methods for link building include quality link bait content, guest blogging, and building strong relationships with relevant bloggers or businesses in your industry.

**Long Tail Keywords** – Also known as keyword phrases, longtail keywords are made up of more than one word. This will drive highly targeted traffic to your site. Since longtail keywords present less competition, it is easier to rank for it.

**Metadata** – The title tags, header tags, alt tags and meta descriptions make up your metadata, which tells search engines what your site is all about.

**Meta Description** – Consisting of fewer than 160 characters (including spaces), the meta description tells search engine users whether they need to know about your site. This description is displayed below the title of your site on search results pages.

**Meta Keywords** – Major search engines no longer use meta keywords, due to the fact that webmasters and search engine marketers abused it. Don't bother using it, because it serves no purpose.

**Organic Traffic** – This is the free traffic that comes to your website from search results. Paid traffic is not organic, as it comes from visitors who reach your site by clicking on an advert.

**Page Rank** – PR indicates how good Google rates your overall SEO. They will assign a number ranging from 0-10.

**RSS Feed** – Really Simple Syndication is a tool that allows readers to subscribe to automatic new content updates from your website or blog.

**Sitemap** – A list of all your website pages that allows search engines to easily index your site. It can be created by the webmaster, or by software, and provides a hierarchy of the content pages.

**Search engine marketing(SEM)** – A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages(SERP) through optimization and advertising.

**Spider** – Search engines use software, known as spiders, to index and locate all the websites and pages on the internet. It indexes sitemaps and links from one site to another.

**Traffic** – The amount of visitors that come to your site from various online sources.

**Title Tag** – Your page title, which is inserted in the head section of your page and enclosed in an HTML tag. In search results, it appears as the title of a certain page, informing searchers what your site is all about and notifying the search engines of the topic of the page.

**URL** – Your website's address, for example [www.transpiral.org](http://www.transpiral.org).

**White Hat SEO** – Good quality SEO practices and techniques that are search engine approved. It is generally aimed at improving the user experience (UX) and results in relevant traffic and higher return on investment.

It's not easy being a digital marketer today. You need to know and do everything from content strategy to writing and editing, SEO, social media marketing, analytics and whatnot. Digital Marketing is very dynamic. It takes various forms and shapes as time progresses. Just when you feel you're ahead of things, all the rules change.

So how do you stay on top of it all?

You've come to the right place. Here's an **updated** and current list of digital marketing cheat sheets that will help you execute various activities to perfection. Every one of them is borrowed from expert sources who're experienced or have built the best tools for the topic that we talk about.

## What is SEO, and Why Does it Matter?



SEO, or search engine optimization, is a collection of strategies and best practices that are typically used to help a website or blog gain a higher ranking on a search engine's results page (SERP). Search engines include Google, Bing and Yahoo.

SEO-optimization involves a number of methods, including crafting original, well-written content, using keywords that internet users are commonly searching for, linking to other websites and social media accounts and so on. Without SEO-optimized practices, a search engine may not recognize a website as being relevant to a specific search.

By making the website more visible and more relevant to search engines (i.e. SEO-optimized), the website should climb in the rankings, and theoretically, should also gain more visitors.

From a marketing perspective, blogs are important. They provide useful information to your site's users, they can help generate more inbound traffic to your website and they're also valuable as a marketing or public relation tool. However, it's important to make sure that your blog posts are SEO-optimized. But how do you make sure your blog posts are SEO friendly?

## SEO Blog Post Check List

|  |  |   |
|--|--|---|
| <b>Keywords:</b><br><input type="checkbox"/> Have you identified relevant keywords?<br><input type="checkbox"/> Have you incorporated the relevant keywords into your blog post?<br><b>WATCH OUT!</b> Do your keywords occur organically? Do not stuff keywords! | <b>Title:</b><br><input type="checkbox"/> Do you have an effective and catchy title?<br><input type="checkbox"/> Is your title under or around 55 characters long?   | <b>Original Content:</b><br><input type="checkbox"/> Is all the content in your blog post original?<br><input type="checkbox"/> Are quotes properly attributed?       |
| <b>Relevant Links:</b><br><input type="checkbox"/> Have you included internal links to relevant blog posts and webpages?<br><input type="checkbox"/> Have you included external links to relevant sites or social media accounts?                                | <b>Properly Formatted Text:</b><br><input type="checkbox"/> Have you formatted your blog post with Title Tags, H2 & H3 tags?<br><input type="checkbox"/> Is your blog post easy to read visually?<br><input type="checkbox"/> Have you placed your blog post behind a "read more" tag? | <b>Images:</b><br><input type="checkbox"/> Have you added an image?<br><input type="checkbox"/> Does your image have titles, alt text and captions that use keywords? |
| <b>Meta Description &amp; Tags:</b><br><input type="checkbox"/> Does your post have a short meta description?<br><input type="checkbox"/> Have you categorized your blog post with a tag?  | <b>Double-Check:</b><br><input type="checkbox"/> One last check! Does your blog post have typos? Is it missing keywords or tags?   |   |

## SEO Best Practices for BLOGS

### Keywords:

#### Search engines rely on keywords.

If a web user wants to find something, they plug in a word series of words into a search engine that are related to the topic of their choice.

The search engine then lists the top website results that are deemed the most relevant to the topic at hand. So, if you want to optimize your blog, your content should feature a handful of keywords that are highly relevant to the post's topic. You can use Google's Keyword Tool to find a particular keyword's average monthly searches, competitiveness and relevance. You can also use the tool to find similar keywords.

For example, if a person wants to find a pet store near their home, they might plug in words like "pet store," "dog store," "pet supply store" and a geographic location.



**Make sure the keywords pop up organically. Filling the text with an abundance of keywords, or popping in keyboards at random, will not help to boost a post's relevance.**

### Title:

#### An effective title is crucial.

**Only 20% of web users read beyond a post's headline.** It's important that you come up with a blog title that's engaging and captures the essence of your post. It should also use prime keyword phrases (especially one you used in the text), and it should be under 55 characters or so. Lists and "how-to" articles are especially popular.

### Original Content:

#### All of the text featured in your blog should be original.

Original content - especially content that features useful information - will be deemed

Do not copy and paste text from another blog post into yours.

relevant to a search engine. When you're writing your text, remember to use H2 and H3 tags (sub-headlines) to help break up your content and to also help search engines comb through your post to determine if it's relevant or not. If you can, also try to link to other sites or social media accounts - or other pages on your website or blog - at least three times to help generate additional traffic. When you link to other websites that you might like, they may also link back to you - this will help to increase visitor traffic.

### Properly Formatted Text:

#### Is your blog post easy to read?

Did you space it properly? By using short paragraphs, bullet points, lists, block quotes or italics, you can make a post easier to read and more eye - catching.

You can also use "read more" tags to make sure that initial previews of your post are short - longer posts of over 1,000 words rank better on search engines, but if a viewer initially sees a large chunk of text, they might be discouraged from reading more. Instead, offering a short preview of text with the option to "read more" will help to entice readers. Using a call-to-action in the text - like "check us out on social media" - can also help to generate more traffic.

### An Image:

#### Images are key!

They help to break up text, and generally speaking, posts with pictures are more popular than those without.

However, make sure that all your photos feature titles, alt text, and captions that use keywords.

### Meta Description and Tags:

**In order to make it easier** for search engines to find your post, make sure that the post, make sure that the post has a short meta description that accurately sums up the post and features keywords.

Also, do your best to fit your post in a particular category (all of your posts should be arranged by distinct categories, such as "art," "pets," "movies," etc.) and use informational tags so that viewers can find particular posts a little easier.

## SEO Best Practices For Blogs

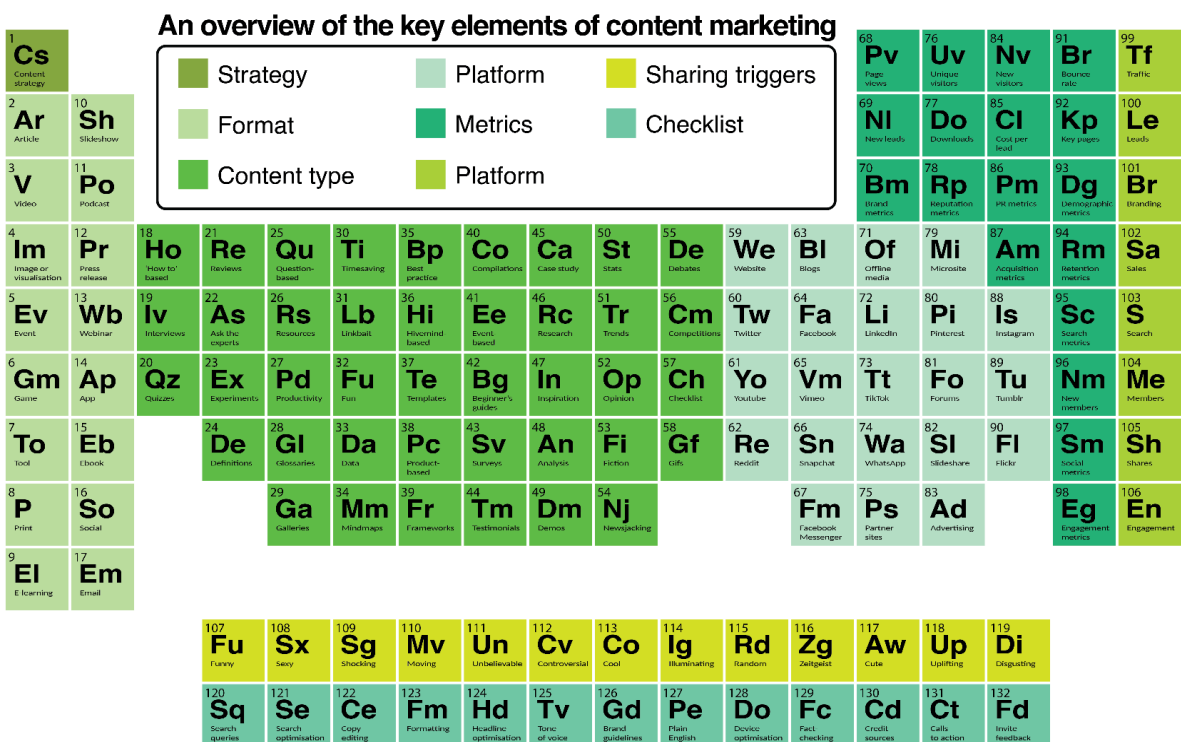
SEO becomes extremely important if you want search engines to recognize your blog posts as relevant. The infographic below outlines the six most

important elements you need to take care of if you want your posts to rank higher in the search engine.

## 4. The Periodic Table of Content Marketing

Content marketing is arguably the most important component of digital marketing. This periodic table of Content Marketing from Econsultancy highlights the eight areas that are key to your content marketing success. You'll find everything from content marketing goals to content formats, types, topics, and metrics, organised in a visually appealing way, so you can deliver great content your customers will love.

# The Periodic Table Of Content Marketing



## **5. Everything You Need to Be a Social Media Rock Star**

Have you been using social media but not really seeing the ROI you expected? Maybe you aren't sure what platform is best for your brand or are inconsistent in posting.....or is it something beyond that?

This handy [guide](#) shows you everything you need to know about image sizing for your social media profiles, keyboard shortcuts, best days and time of day to post on Facebook, Twitter, Pinterest, YouTube, and Instagram, to help you get the most out of your social media marketing efforts.

Visuals are central to social media posts, so images warrant a special mention here. It's hard to keep up with all the sizes and specs for each channel. Plus, they often change! Check out this [handy infographic](#) that provides all the information you need on sizes for each platform.

## **6. The Ultimate Inbound Marketing Checklist**

This infographic below walks through all the key components of a successful inbound marketing campaign and how you can go about accomplishing each, everything from blogging to social media, lead generation, email marketing, marketing automation and analytics.

While you're at it, there is also this infographic from HubSpot that provides a quick refresher on the inbound process, from traffic to conversions.

# So what is **INBOUND MARKETING?**



## 5 Steps to Increase Traffic & Convert Leads into Customers

### TRADITIONAL MARKETING

Traditional marketing techniques involve ads such as commercials, billboards, and direct mail which can be costly and difficult to measure. Since your message is going out to all sorts of people who might not want your product or are not ready to buy, traditional marketing can be like taking a shot in the dark.



### INBOUND MARKETING

Inbound marketing instead focuses on targeted techniques such as content creation, search marketing and social media that help potential buyers find your business when they are ready to buy. This brings better, more qualified leads into sales funnel.



### 1- CREATE COMPELLING CONTENT FOR ALL STAGES OF THE BUYING PROCESS

Before potential customers can find you, you must first create valuable content that will attract them to your site. Often this is called “**content marketing**” because it uses content as a way to attract visitors and increase traffic to your site. What kind of content? Think **blog posts, white papers/ebooks, infographics and even videos.**



### 2- GET FOUND BY PEOPLE WHO NEED YOUR PRODUCTS & SERVICES

Using advanced **search marketing** techniques and optimizing **keywords** targeted to your desired audience will ensure your content is found by web users who are actively searching for the information you are providing. Sharing your post on **social media** and utilizing relevant hashtags is another effective tactic to drive traffic to your content.



### 3- CONVERT VISITORS TO LEADS AND NURTURE THE RELATIONSHIP

A **landing page** allows a website visitor to share their contact information with you, and helps you identify the type of content they are interested in. **Calls to action** let your visitors know what you want to do and direct them to the landing pages you've created. As you build a list of people who are interested in your content, you can further nurture the relationship through social media and email marketing until they are ready to buy.



### 4- CONVERT QUALIFIED LEADS TO CUSTOMERS

With inbound marketing, your offers and landing pages are tailored to people at **all stages of buying process** - which means that you can spend your valuable sales time talking to people who are at the **bottom of the funnel** (i.e. ready to buy), and automate communication with people who are earlier in the sales cycle.



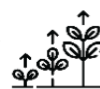
### 5- ANALYZE AND ADJUST YOUR MARKETING TACTICS

The final step of a successful inbound marketing campaign is to monitor your results and make adjustments to your strategy. Are your leads getting “stuck” somewhere in the sales funnel? Proper **monitoring and analysis** will help you pinpoint the areas where you may need to **adjust your offers** and content.



### INBOUND MARKETING IS AN ONGOING PROCESS

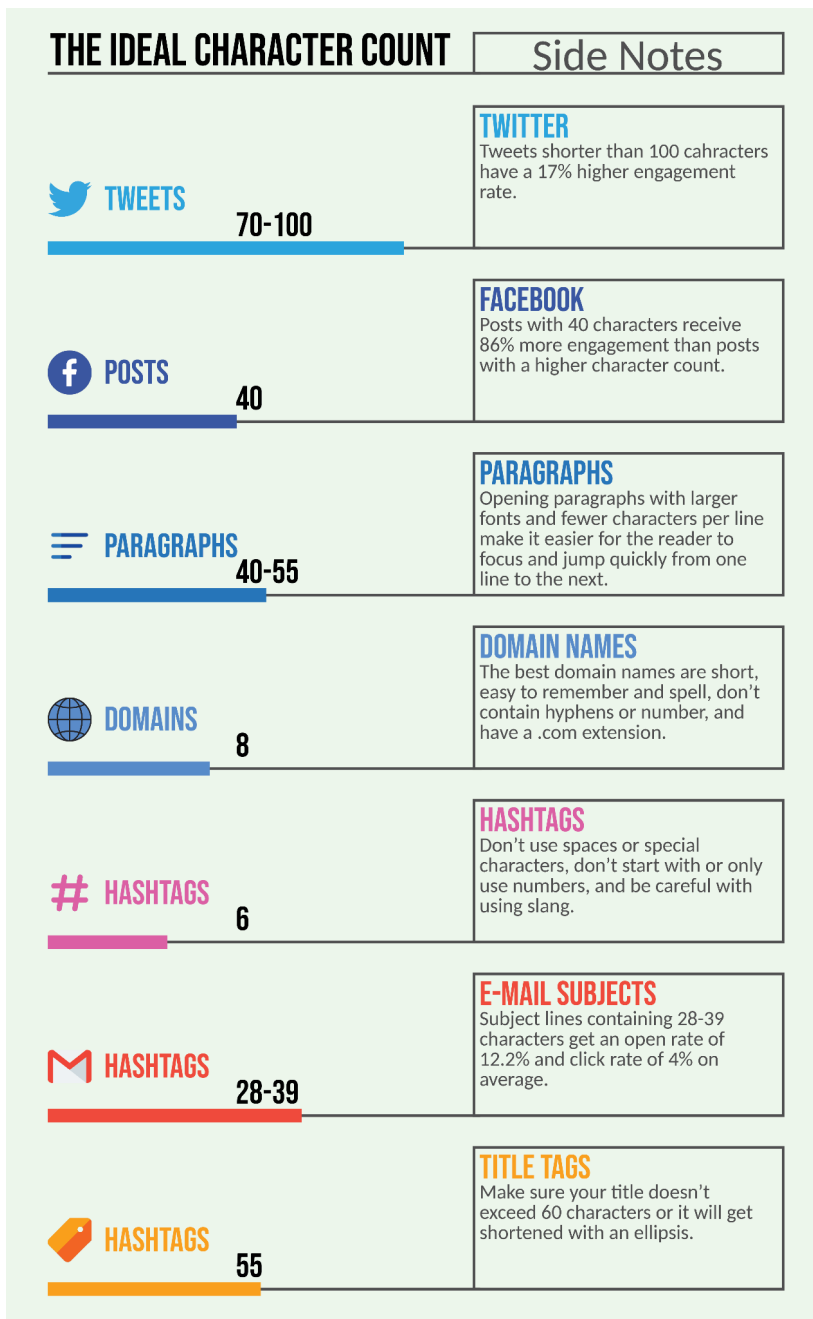
It requires consistent care and feeding in order to keep your business growing- when executed effectively it also creates a system that consistently and repeatedly generates qualified leads for your business.





## 7. The Ideal Length of Content

Wondering what the optimal length is for your social media, web content, headlines, and metadata? Sum All and Buffer pulled together this amazing infographic that summarizes the ideal length for your tweets, Facebook posts, and more.



## **A Master Sheet to Sum It All Up**

If you've made it this far, here's a special treat for you... [\*\*A MASTER CHEAT SHEET\*\*](#) with most of the checklists above, ready to use — just make a copy for yourself and get on with your campaigns!

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***Are you interested in engaging and converting new customers for your business? Contact me at: [contact@sannidhyabaweja.com](mailto:contact@sannidhyabaweja.com) and let's talk about how I can help.***