






DIGITAL MARKETING CHEAT SHEET

USER EXPERIENCE & OBJECTIVES



MARKETING TEAM

USER STAGE	STAGE DESCRIPTION	COMMON PERFORMANCE INDICATORS	USER TOUCHPOINTS	TRACKING DATA
 <p>1. AWARENESS</p>	The user's first introduction to your product or ministry. This can come through an active search (inbound marketing) or a promotion (outbound marketing).	<ul style="list-style-type: none"> • increase amount of clicks on ads • decrease cost per click 	<ul style="list-style-type: none"> • paid platforms (paid digital ads) • earned platforms (advocates who share our content for free) • owned platforms (our website & social media) • leased platforms (pay a third party platform to share our content) 	<ul style="list-style-type: none"> • Adobe Analytics • Summary Reports • Platform-specific analytics • Google Analytics
 <p>2. ENGAGEMENT</p>	You want your user to complete an action where they are interacting with your product or ministry (ex. clicking on an ad, reading a webpage).	<ul style="list-style-type: none"> • decrease bounce rate (when people leave immediately after clicking your link) • increase the amount of time people are engaging with your content • decrease amount of people who leave before finishing desired actions 	<ul style="list-style-type: none"> • Your website and products • soft call to actions (ex. learn more, read more) • Your social media pages 	<ul style="list-style-type: none"> • Adobe Analytics • Summary Reports • Platform-specific analytics • Website-specific analytics • Google Analytics
 <p>3. CONVERSION</p>	You want people to become users. A user is someone who takes an action that you've defined as valuable to your ministry (ex. download an app, sign up for emails, sign up for event).	<ul style="list-style-type: none"> • increase actions (whatever you want the person to do such as sign up, download, donate, etc.) • decrease the cost per lead (a lead is a person who gave you their information) 	<ul style="list-style-type: none"> • email signups • hard call to actions (ex. signup, download) • product/content downloads • survey responses 	<ul style="list-style-type: none"> • Survey Analytics • Campaign specific tracking (this makes sure you can see what ads produced leads)
 <p>4. RETENTION</p>	Now you want your user to be a retained user. A retained user is someone who continues to take valuable actions with your ministry.	<ul style="list-style-type: none"> • increase engagement on content (likes, comments, shares, email opens, email clicks, etc) • decrease unsubscribes, unfollows, and other opt-outs 	<ul style="list-style-type: none"> • email campaigns • product notifications • social media posts/boosts 	<ul style="list-style-type: none"> • Adobe Campaigns (emails) • Social Media • Blogs/web content
 <p>5. ADVOCACY</p>	A retained user should eventually become an advocate. An advocate is a user who passes on positive word-of-mouth (WOM) messages about about your product or ministry to other people.	<ul style="list-style-type: none"> • improve ratings on owned & earned platforms • increase content sharing/word of mouth 	<ul style="list-style-type: none"> • any sharing by an advocate on a platform that is not our own (shared posts, mentions in comments, or third party sites) 	<ul style="list-style-type: none"> • Adobe Analytics • Platform-specific analytics • Google Analytics

DIGITAL MARKETING CHEAT SHEET

PAID MEDIA PERFORMANCE



MARKETING TEAM

CHANNEL	MARKETING GOALS	STEPS TO IMPLEMENT	TIPS TO GET THE BEST RESULTS
DISPLAY ADVERTISING Image or video advertisements that display on third party sites	<ul style="list-style-type: none"> decrease the cost of each ad click increase the amount of people that click on your ad 	<ol style="list-style-type: none"> Build your audience (age, demographic, interests, keywords etc.) in your advertising platform. Determine your budget and how long you want the ad to run. Create your ad & test it for mobile and desktop. Launch your ad. Check in on it after the first few days to see how it's performing. Adjust the ad if needed. After the ad has run, create a report summarizing the results & lessons learned from the ad. 	<ul style="list-style-type: none"> Once you have the emails of a clearly defined audience, you can also create a lookalike audience to reach more users. When designing your ad, be sure to optimize for a mobile experience first. Create A/B tests based on one variant (image, text, etc.) If you click rate is low, check that everything is working technically first then look into what you can optimize. If needed, you can also setup ad caps so your spend is controlled.
NATIVE ADVERTISING Advertisements that display as content on third party sites	<ul style="list-style-type: none"> decrease the cost of each lead gained increase the amount of people that click on your ad 	<ol style="list-style-type: none"> Build your audience (age, demographic, interests, keywords etc.) in your advertising platform. Determine your budget and how long you want the ad to run (if needed, you can also setup ad caps so your spend isn't too high). Create your ad & test it. Launch your ad. Check in on it after the first few days to see how it's performing. Adjust the ad if needed. After the ad has run, create a report summarizing the results & lessons learned from the ad. 	<ul style="list-style-type: none"> Once you have the emails of a clearly defined audience, you can also create a lookalike audience to reach more users. When designing your ad, be sure to optimize for a mobile experience first. Use analytics to identify where users are dropping off. Look at different user analytics (browser, device, etc) to make sure that your don't have any technical issues. Try to decrease the number of steps to conversion. However, be sure to keep your focus on the content and not the conversion in the landing page design. When advertising a series, it's better to make native ads specific (an article) rather than general (the whole series). A/B test different conversion offers to see which resonates with your users.
SEARCH ENGINE MARKETING Advertisements that display as options in a search engine	<ul style="list-style-type: none"> decrease the cost of each ad click increase the amount of people that click on your ad 	<ol style="list-style-type: none"> Research relevant keywords & interest for the audience you want to target. Create your ad & test it. Launch your ad. Check in on it after the first few days to see how it's performing. Adjust the ad if needed. Create a report summarizing the results & lessons learned from the ad to be distributed on a regular basis (weekly, monthly) to key stakeholders. 	<ul style="list-style-type: none"> A/B test different images (if applicable) & messaging to see which resonates with your users. Start with a mix of different keywords and then move funds to the keywords that are most successful. It's better to have a more specific page for advertising (an article) than something that is more general (a series).
OFFLINE MEDIA Any non-digital advertisements (print, TV, Radio)	<ul style="list-style-type: none"> improve site traffic increase product-specific conversions 	<ol style="list-style-type: none"> Research the best third party platform and company for sharing offline ads. Make sure they reach a very specific audience. When building ads, use an offline ad specific call to action (ex. phone number, qr code, unique landing page link) to accurately track the source of your users. Once ads are released, create "How did you hear about us?" options on website and other contact forms. After the ad has run, create a report summarizing the results & lessons learned from the ad. 	<ul style="list-style-type: none"> A/B test different images & messaging to see which resonates with your users. Negotiate with third parties to reduce pricing and increase reach. Offline ads don't have as much tracking as digital ads. You can get good estimates based on analytics location and source of site traffic.

DIGITAL MARKETING CHEAT SHEET

OWNED & EARNED MEDIA PERFORMANCE



MARKETING TEAM

CHANNEL	MARKETING GOALS	STEPS TO IMPLEMENT	TIPS TO GET THE BEST RESULTS
WEBSITE Advertisements that display on your website or other owned spaces	<ul style="list-style-type: none"> increase the amount of people that click your ad increase the amount of leads generated from your ad 	<ol style="list-style-type: none"> Determine how long you want the ad to run. Create your ad & test it. Launch your ad. Check in on it after the first few days to see how it's performing. Adjust the ad if needed. Create a report summarizing the results & lessons learned from the ad to be distributed on a regular basis (weekly, monthly) to key stakeholders. 	<ul style="list-style-type: none"> Use analytics to identify where users are dropping off. Look at different user analytics (browser, device, etc). Try to decrease the number of steps to conversion. A/B test different conversion offers to see which resonates with your users. Make your website ads relevant to the behavior and interests of your site visitors.
INBOUND/CONTENT MARKETING Content and other resources that offers users value. Users will find you when researching things they desire.	<ul style="list-style-type: none"> improve acquisitions on call to actions lower bounce rates on resources 	<ol style="list-style-type: none"> Build your targeted audience (age, demographic, interests, keywords etc.) and budget. Research what your audience values and optimize your content based on audience values. Research search engine keywords and topics to make sure users can find your content easily. Launch on platforms such as blogs, social media posts, email campaigns, downloadable resources, video engagement, & more. Create a report summarizing the results & lessons learned from the campaigns to be distributed on a regular basis (weekly, monthly) to key stakeholders. 	<ul style="list-style-type: none"> Use analytics to identify engagement and conversion. Try to decrease the number of steps to conversion. However, be sure to keep your focus on the content and not the conversion in the landing page design. A/B test different conversion offers to see which resonates with your users. Keep up to date on emerging trends for your audience to connect your content to it. Conduct SEO Research to make sure that your content is getting a high traffic volume. Make sure your content is both engaging & optimized for conversion. After your users give their email, be sure to send them content they are interested in to encourage retention. This can be done using personalization and automation.
LOYALTY EMAILS Emails to your current users to encourage retention and advocacy	<ul style="list-style-type: none"> increase click rate on emailed content increase user sharing of content/resources 	<ol style="list-style-type: none"> Build monthly email template (mobile friendly) to subscribed users. Make this automated based on new content produced. After some tracking, automate content to your users personalized interests and send behavior-based trigger emails. Create a report summarizing the results & lessons learned from emails to be distributed on a regular basis (weekly, monthly) to key stakeholders. 	<ul style="list-style-type: none"> Emails should be mobile friendly and legible when images won't load. Keep call to actions minimal to prevent information overload. A/B test different conversion offers to see which resonates with your users. Keep up to date on emerging trends for your audience to connect your content to it. Build calendars to prevent over-saturation of your subscribed users. Give users opt-out personalization to decrease total unsubscribes. Collect customer feedback on your emails regularly.
WORD OF MOUTH/SOCIAL MEDIA when customers or third parties share your content	<ul style="list-style-type: none"> Increase user distribution of content Increase users through social media efforts Increase company/user communication 	<ol style="list-style-type: none"> Research what your audience values (SEO, keywords, interests) and optimize your content/resource calendar based on audience values. Launch content and resources through your owned platforms to encourage engagement. Provide ways for users to share your content and create value for sharing content (contests, giveaways, etc). Provide ways for current & potential users to come back to your site for conversion. 	<ul style="list-style-type: none"> While contests & giveaways can drive word of mouth, asking for a user's opinion can also accomplish this. You can do testimonials/surveys to make the user feel noticed and valued. If able, collaborate with influencers on content to increase sharability. These influencers should be well known to your target demographic. Consistency is key. Make sure to produce and share content on a regular basis (daily, weekly, monthly). If possible, invest in interactive media such as video to increase shareability.