



WORKBOOK

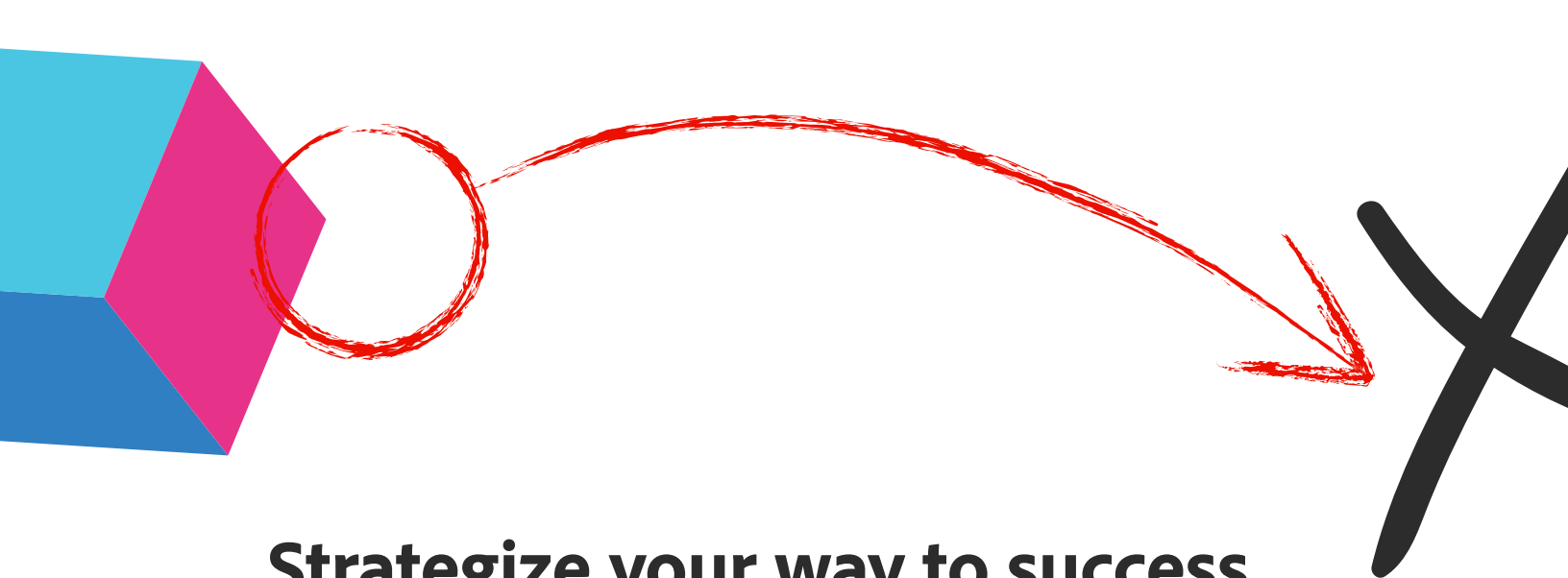
# Up your digital game.

An interactive guidebook for building and strengthening your digital marketing strategy.



## Table of contents

<b>Strategize your way to success.</b>	<b>3</b>
<b>Winning fundamentals.</b>	<b>4</b>
<b>Content marketing: Create a strategy for what, where, and when.</b>	<b>9</b>
<b>Email marketing: Reach your goals for leads, sales, and conversions.</b>	<b>11</b>
<b>Social media marketing: Strategize, execute, and change tactics as needed.</b>	<b>13</b>
<b>Search engine optimization: Optimize your website with the right keywords.</b>	<b>16</b>
<b>Paid search: Use your dollars to generate web traffic.</b>	<b>19</b>
<b>Put your plan into action.</b>	<b>21</b>



## Strategize your way to success.

Every experience you create, from content marketing to paid search, should be part of a strategy that moves you closer to your digital marketing goals.

In today's fast-paced, digital-first economy, it's essential to have an online presence. Marketing on multiple digital channels with diverse content allows you to give consumers more opportunities to connect with your brand. It helps you create personal, truly relevant experiences that meet customers wherever they are in the moment—increasing your chances of engagement.

But you need to be intentional about how you do it. Simply having an email strategy, a LinkedIn page, or good SEO isn't enough. If you want to stay relevant, you need a robust digital strategy—one that helps you create and distribute the right message, to the right people, through the right channels, at the right time.

**This hands-on guide provides specific actions to walk you through the process of creating that strategy—or strengthening the one you already have.**



## Winning fundamentals.

A good digital marketing strategy is a comprehensive game plan that outlines how you'll communicate with your target audience across digital channels. It's a big-picture view that considers your customers' needs, the specific channels you'll use, and your overall business goals. It then lays out specific actions to achieve them.

Like any strategy, you need to approach it equipped with information. The following four steps will give your strategy a strong foundation to build upon.

### 1. Do a SWOT analysis.

Identifying your strengths, weaknesses, opportunities, and threats (SWOT) is the first step to building a robust digital strategy.

Be sure to look beyond your products' strengths and weaknesses. Examine how you can reach potential customers, how your digital strategy can help you achieve your goals, how long it will take, and how much budget will be required. Think about opportunities and threats such as market evolutions (like a future without cookies), changes in social patterns (think global pandemic), or an emerging need for your products. And don't forget to consider changes in government regulations and negative press coverage about your company.

**Exercise:** Complete the SWOT chart, being as specific as possible.

Strengths	Weaknesses
Opportunities	Threats

## 2. Establish your goals.

Think about where you are today with your digital strategy and where you want to be tomorrow.

Identify stakeholders to bring into the conversation and define specific, quantifiable goals you want to achieve. Is it to increase your digital presence? Deliver more educational content? Generate leads? Increase sales?

Then be specific in how you'll measure success. If your goal is to increase your digital presence, specify which channels and KPIs for each. Depending on the channel, that could be reach, impressions, click-through rates, site visits, open rates, conversions, cost per acquisition, and more.

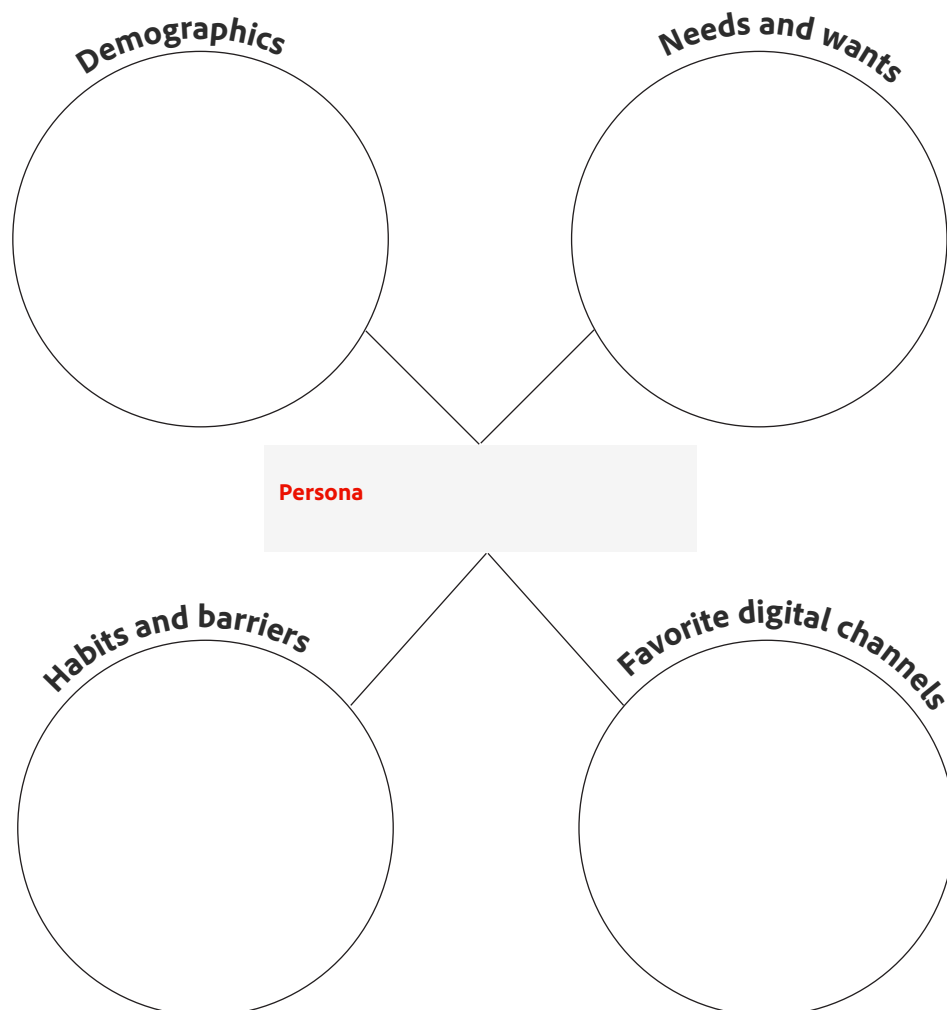
**Exercise:** Identify key stakeholders and goals for your digital strategy. We've provided a few examples to get you started.

Key stakeholders	Goals
<ul style="list-style-type: none"><li>For example, CMO, director of product marketing, head of social media, SEO lead</li></ul>	<ul style="list-style-type: none"><li>For example, Generate XX% more leads through X, Y, and Z channels</li></ul>

### 3. Define your audience, strategies, and tactics.

It's essential to truly understand your audience and the best ways to reach them. You can start by creating audience personas, which are representations of your ideal customers. Consider their needs, wants, demographics, and barriers. Think about their habits, where you can find them, and how your personas change depending on channel. This will help you understand the best ways to reach them, guide your messaging, and influence your SEO search words. Using this information, determine which channels to use for each persona.

**Exercise:** Create personas for your ideal audiences, defining their needs, wants, demographics, barriers, and habits. Then list the best digital channels for each persona.



## 4. Determine how you'll measure results and KPIs.

Regardless of which digital channels you choose, measuring your marketing efforts is critical to success. It helps you understand not only what is working but also whether you're achieving a return on investment. Start by defining the KPIs and metrics you'll use. These will vary for each channel and could include impressions, click-through rates, conversions, cost per acquisition, and more. Then be sure to constantly test, analyze results, and adapt to deliver high-performing experiences that resonate with current and potential customers.

**Exercise:** Make a list of your profiles' preferred channels and the metrics you'll use to measure your marketing results.

### Examples:

Channels	Metrics
content marketing	impressions
email	reach
social media	click-through rate
paid search	engagement rate
other	conversions

**Profile:** \_\_\_\_\_

### Channels

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### Metrics

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CONTENT MARKETING:

## Create a strategy for what, where, and when.

Content is less promotional and more educational than other marketing tactics, making it a great way to nurture and engage your audience. According to Demand Metric, content marketing generates three times more leads per dollar than traditional marketing and costs 62% less.

There are many kinds of content, and creating the right mix is essential to success. Equally important is connecting with the right audience, communicating the right messages, and inspiring the right actions.



Your content playbook should define your content mix with topics and messaging for each, the audience for each asset, who will create it, how it will be distributed, and how it will be measured. The goal is to create a balanced diet of content, delivered on the highest performing channels at the right pace.



**Exercise:** Explore different scenarios for your content mix. Select the type of content you might use and assign each a percentage of your content strategy.

**Content type**

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**Percentage**

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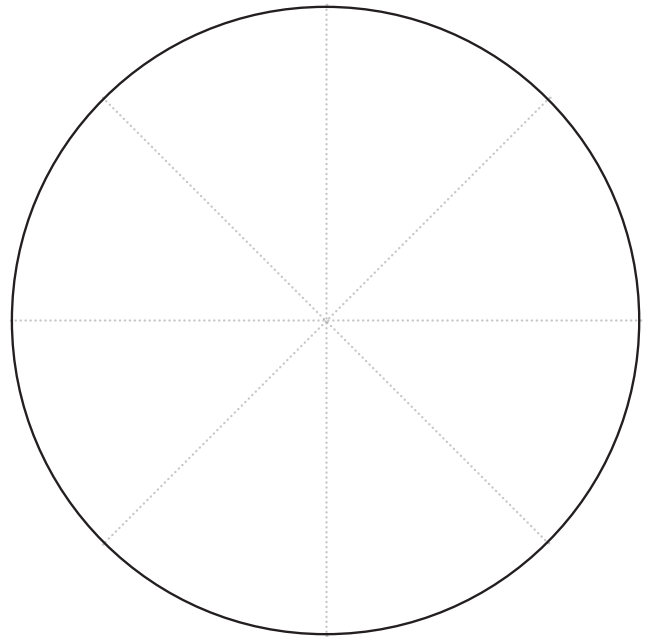
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Use these percentages to create a pie chart that visualizes your plan.



## Explore further.

Identify your highest performing content distribution channels. And dig deeper into content marketing with these additional resources.

[Definitive Guide to Engaging Content Marketing](#)

[The Simple-Is-Best Content Plan](#)

[How to Build a Content Management Strategy](#)



#### EMAIL MARKETING:

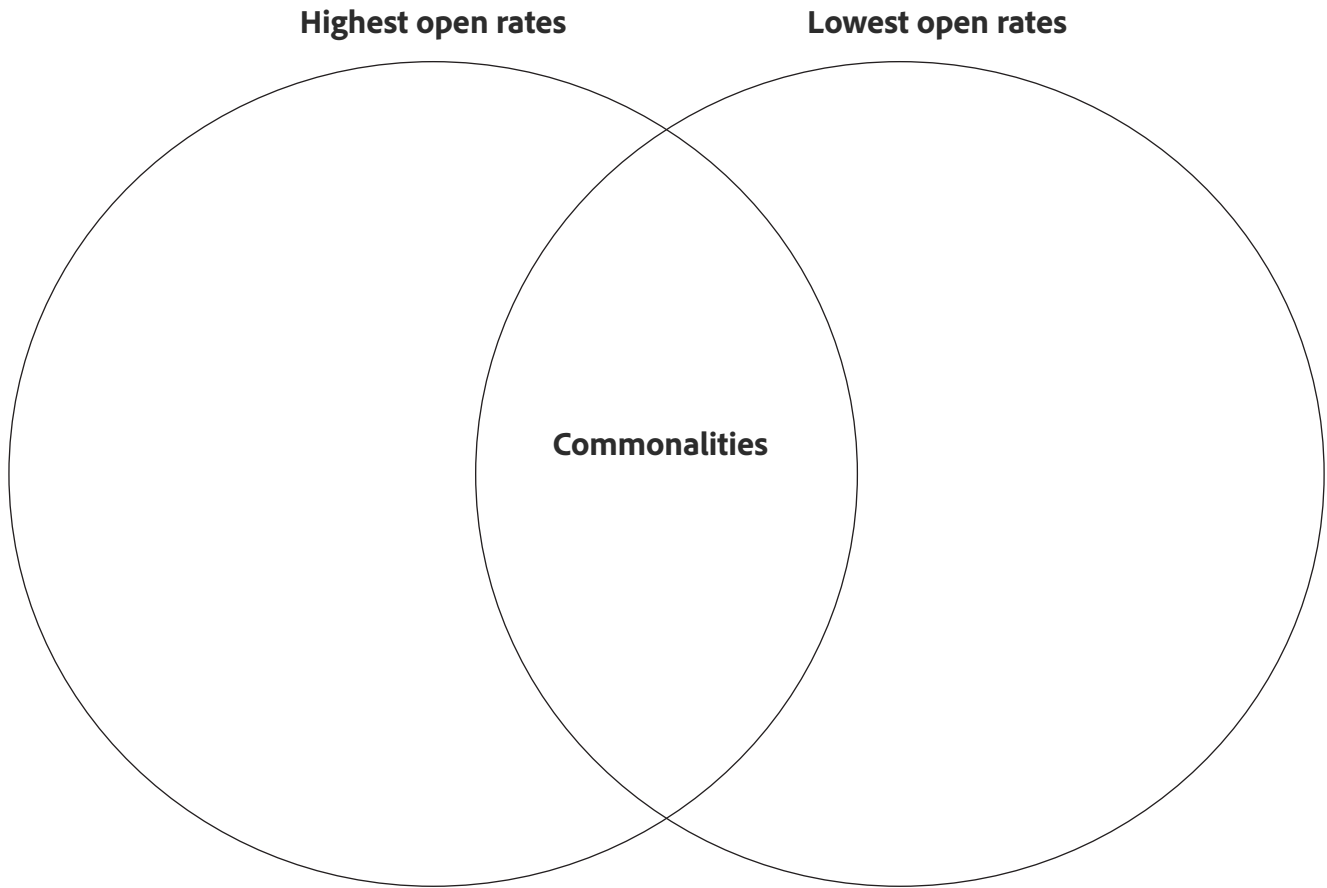
## Reach your goals for leads, sales, and conversions.

Email is a great way to generate more leads, increase sales, and improve conversion rates. A survey by Content Marketing Institute found 79% of B2B marketers credit email as the most effective distribution channel for demand generation efforts. It also creates real ROI. According to Litmus, email delivers \$36 for every \$1 spent.

An email nurture campaign can lead potential customers through the sales funnel and encourage them to act—whether it's visiting your website, reading a blog or eBook, making a purchase, or leaving a review.

Emails create ongoing conversations with your customers through valuable content and promotions that keep them choosing your brand over others. But you need to make the conversations short and sweet, relevant, and highly targeted. If an email appears spammy, it won't get opened and could lead customers to disconnect from your brand. So could too many emails. Identify and segment your audiences, plan your cadence, and do A/B testing of subject lines, headlines, and offers.

**Exercise:** Look at some of your past and current email campaigns and determine what has been working well and what hasn't. Consider open rates, click-through rates, and conversions.

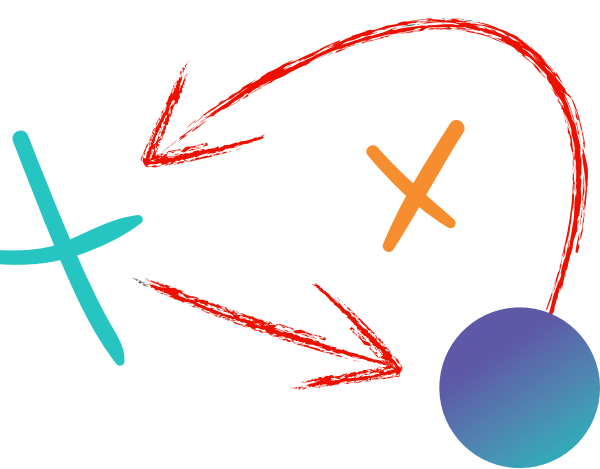


### Explore further.

Review how your email list and subscription rates have grown over time, looking for ties to specific email campaigns. And learn more with these additional resources.

[Subject Lines that Get Emails Opened](#)

[How to Create a Winning Email Marketing Campaign](#)



SOCIAL MEDIA MARKETING:

## **Strategize, execute, and change tactics as needed.**

A study by the [Pew Research Center](#) found that 72% of American adults use some type of social media. And according to [Statista](#), they're spending an average of 2 hours and 25 minutes a day on these sites. This data shows that social media is one of the most efficient ways to connect with consumers who are actively engaged online. It's a very flexible channel that allows you to constantly be wherever your customers are, keep up with what's happening in the market, build brand awareness, offer promotions, and increase website traffic and conversions. It's also affordable, allowing you to experiment with more platforms.

CPMs on social media are 10x cheaper than broadcast TV and 20x cheaper than direct mail.

Source: Adobe

Because so much social content is generated daily, you need to be thoughtful about how you implement your social strategy. It should define which platforms you'll use, what you'll post on each, in what order, and how often. The more detailed your plan, the more effective it will be.

Keep in mind that different social channels have different audiences and different types of content that perform best. For example, LinkedIn is often more appropriate for business customers than Facebook or Instagram. Use your personas to determine which platforms are most appropriate to target, then tailor your content accordingly. Be sure to include your social media links everywhere—on your website's "About" page, in your emails, and in employee email signatures.

It's important to continually test your social campaigns, including visuals, messaging, posting frequency and times of day, as well as days of the week. This will help you see what's working and what isn't and adapt to quickly changing trends so your brand stays relevant. While likes and followers are great, don't use them to judge a campaign's success. The best ways to measure effectiveness are engagement, click-through, and conversion rates.



**Exercise:** Create a basic social media plan, determining which platform to use, your goals for each, and how you'll test. Your metrics could include impressions (views), engagement (click-through rates and bounce rates), and conversion rates. A best practice is to compare the ratio between impressions and engagement.

Platform	Goals	Metrics
Twitter		
LinkedIn		
Facebook		
Instagram		
YouTube		
TikTok		
Snapchat		

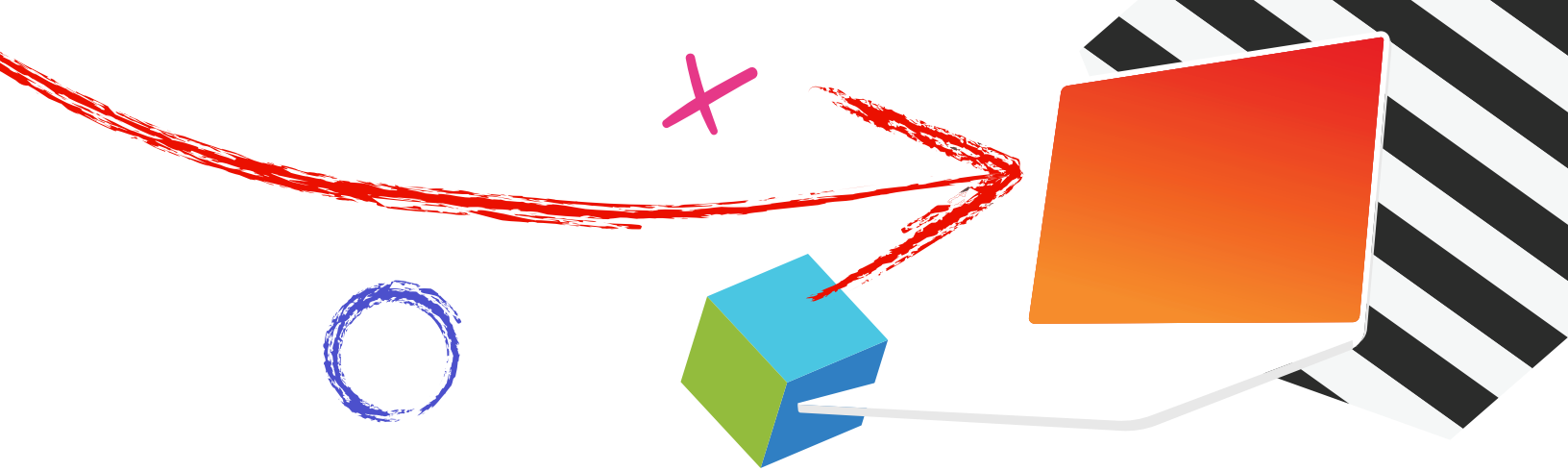
## Explore further.

Determine which assets you could use for each social platform and how often you want to post. For even more insights, check out these additional resources.

[\*How to Implement a Successful Social Media Marketing Strategy\*](#)

[\*Marketo's Secrets to Social Media Marketing\*](#)

[\*The Future of Social Media Marketing—7 Trends to Watch\*](#)



SEARCH ENGINE OPTIMIZATION:

## Optimize your website with the right keywords.

Search engine optimization (SEO) is the process of optimizing your website to earn higher search engine rankings and increase organic traffic. That means using SEO keywords on your home page, product pages, content offers, leadership pages, and more.

Start by listing keywords that are very relevant to your brand or product, being sure to cover a broad range of topics. Consider your business, the market you're playing in, your product advantages, and your competition. Then research how frequently they're being searched, how much competition there is, how the words are trending, and alternate keywords to consider. There are plenty of free and paid tools like [SEMrush](#), [Moz](#), [Google Trends](#), or the robust [Ubersuggest tool](#) to help you find and compare keywords, discover other suggestions, and determine the best ones to use.

High-volume or "popular" keywords have a lot more businesses competing for them, so it's harder to rank high in search engines. Often, low-volume or low-competition words suit your business better—especially if they are very niche to your brand. Another good strategy is to use related words. Stringing more words together that accurately describe what your brand or product does can also help you identify high-impact words that fall within your budget. Using a mix of these tactics can be very effective.

Consider the keyword "website personalization" in this chart, which shows some of the results generated by the SEMrush Keyword Magic Tool. It has a high volume of searches, but it also has a high difficulty rating, meaning it would be hard to rank in Google's top 10. Also, the competition for it is fairly high. A related phrase like "web content personalization" has fewer searches, but it's more likely to rank in the top 10—and the competition is much lower. Note that while it has a lower difficulty rating, its cost per click is higher for paid search ads (which we cover below). These are all things to weigh as you select your keywords.

Keyword research helps you find the best words and phrases.

Keyword	Volume: Average number of monthly searches over a 12-month period	Keyword difficulty: How hard it would be to rank in Google top 10	Cost per click: USD	Competitive density: the level of competition for advertisers bidding on it (1.0 is the most difficult)	Results: The number of URLs displayed
Website personalization	880	56 (difficult)	7.26	0.52	176M
Website content personalization	10	52 (difficult)	22.4	0.18	169M
Web content personalization	110	46 (possible)	19.78	0.11	166M
CMS content personalization	30	23 (easy)	0.14	0.14	1.7M
Content personalization strategy	10	31 (possible)	20.29	0.4	55.1M

Once you have your keywords, be sure to use them on all your web pages, metadata, and image alt text. Metadata helps search engines interpret your web pages and their relevance to a search. Alt text provides a text-based alternative for search engines to read and interpret images. To strengthen your SEO and search results even further, build an ecosystem of different content offers with backlinks. These are a collection of external links from other sites, such as resource pages, that are viewed by search engines as a sign of authority and help you rank higher.

Lastly, don't forget to add ongoing, high-quality content on a regular basis. This shows search engines that you're an authoritative source that deserves high rankings and keeps you from being penalized.

**Exercise:** Brainstorm a list of the most relevant words to describe your business, solution categories, and products. Include comparison keywords too, such as your brand versus your competition, and content you can use for backlinks. Then choose three and do a search using one or more of the tools mentioned above to see volume, cost per click, competition, and more. Look for high and low volume and be sure to create a mix.

**Keyword:**

**Keyword:**

Related terms:	Comparison words:	Backlinks:

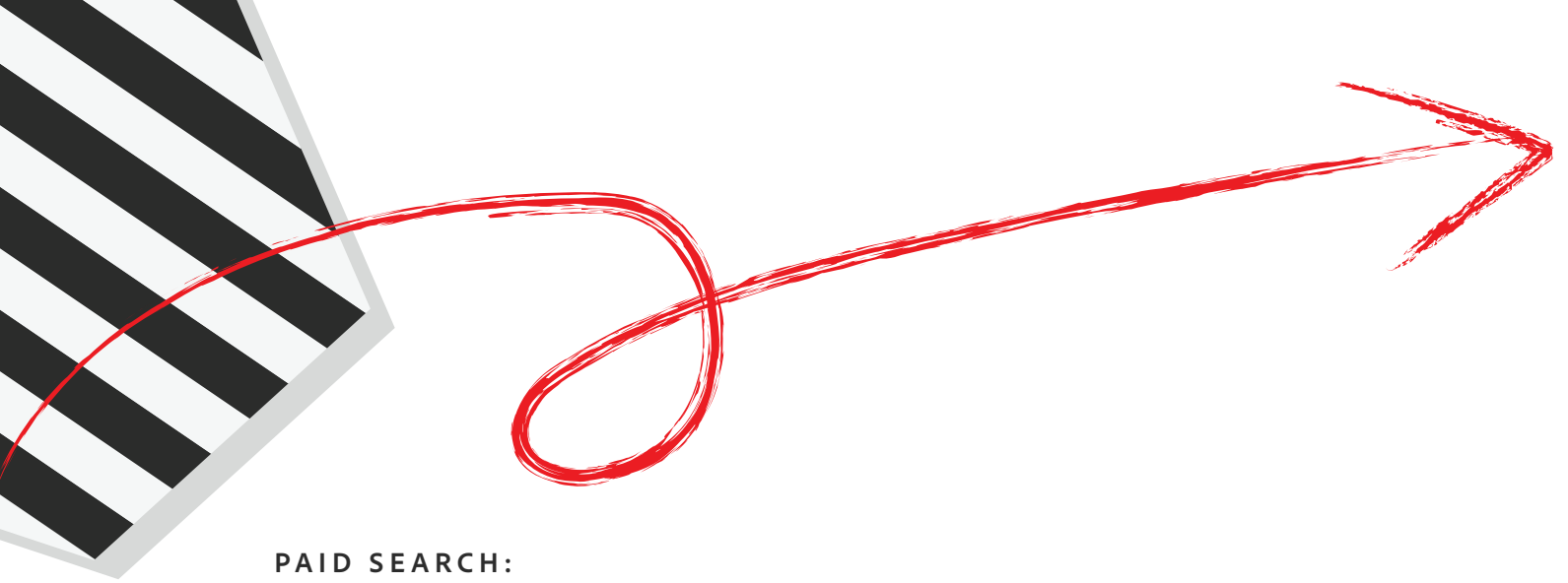
Related terms:	Comparison words:	Backlinks:

## Explore further.

Search some keywords and go to the bottom of your results page to see “related terms.” Next, search those words and make a list of ways you can target them. Include specific web pages, blog posts, eBooks, and more. You can also learn more ways to strengthen your SEO in these two blogs.

## SEO Marketing Guide: 10 Things Every Beginner Should Know

## SEO for Voice Search | 5 Valuable Tips to Optimize Voice Search



#### PAID SEARCH:

## Use your dollars to generate web traffic.

Pay per click, or paid search, is the process of purchasing search engine ads to generate relevant web traffic. It's a top-of-the-funnel activity and is good for finding people who've already demonstrated some interest in your product or category by doing a search. Google Ads is most common, but you can also use LinkedIn Ads, Facebook Ads, Bing Ads, and Yahoo Gemini.

According to WordStream, businesses earn an average of \$2 in revenue for every \$1 they spend on Google Ads. And 41% of clicks, on average, go to the top three paid ads.

Here's how it works: You bid on keywords to target your paid search ads, usually paying a higher price for more general words. The more you can narrow it down, the less you'll pay, which can help keep your budget intact. As you decide which words and phrases to bid on, consider who is going to use your product or service and who else is part of the decision process. Be careful with acronyms, as they can mean multiple things. The keyword research chart on page X shows how different words compare in volume, cost, competition, and more.

Once you've selected your keywords, use them in your search ads and on your web pages. Make sure your ads send readers directly to relevant pages on your website—not your home page. Ask yourself if there is a good asset to provide them, such as an eBook or infographic. And then continually test and optimize different words, ad copy, bidding strategy, and landing pages.

**Exercise:** Do some Google searches on your competitors and topics to see what ads come up. List the competitor, what they're saying, if they have any offers, and if there is any crossover with your messaging. Note what you think is working well.

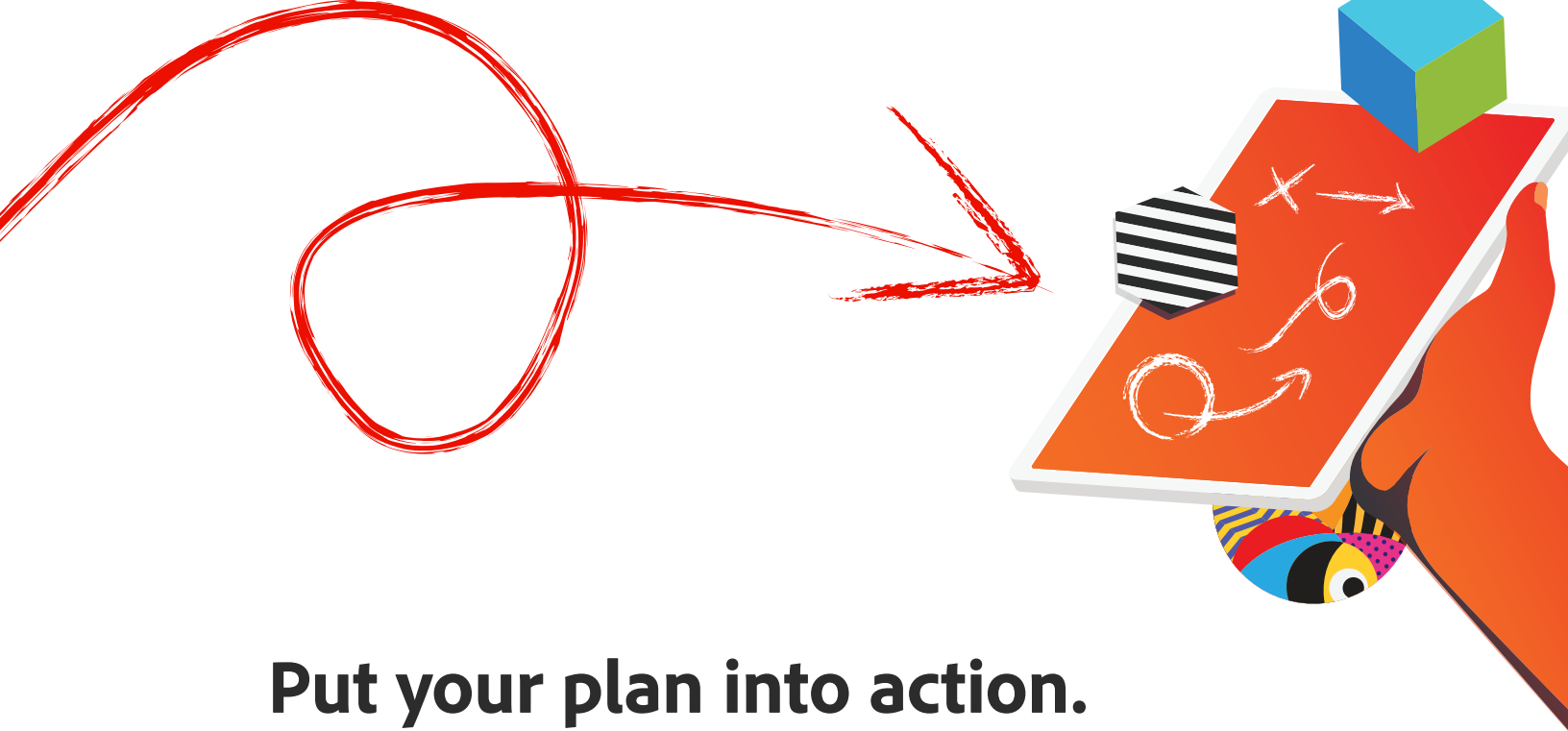
Competitor	Ad content	Crossover with your messaging	What's working

**Explore further.**

Sign up for a free trial with SEMrush, Ahrefs, or Moz to gain more insights. And check out these additional resources.

[When assessing email effectiveness, don't trust your gut](#)

[7 Deadly Google Ads Mistakes That'll Make You Broke \(And How to Fix Them\)](#)



## Put your plan into action.

Taking the time to create a well-planned digital marketing strategy will give you a framework to ensure you have a strong digital presence and that you're delivering the right experiences to consumers when and where they're ready to buy.

Adobe can help. Our tools make it easier to bring your digital marketing strategy to life and keep your customers engaged every step of the way. Learn more about what Adobe Experience Cloud and [Adobe Marketo Engage](#) can do.

The following links provide even more informative resources to help you create and implement your digital strategy.

[Adobe Marketo Engage resource center](#)

[Campaign planning templates](#)

[Time to Change Channels and Your Cross-Channel Strategy](#)

# Sources

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- 2 ["2018 Email Marketing Industry Report: Where We Are & Where We're Going,"](#) Emma, 2018.
- 3 Brad Smith, ["31 Advertising Statistics to Know in 2018,"](#) Wordstream, June 22, 2021.
- 4 ["Content Marketing Infographic,"](#) Demand Metric.
- 5 ["How to Implement a Successful Social Media Marketing Strategy,"](#) Adobe, September 17, 2020.
- 6 Lisa Murton Beets and Ann Handley, ["B2B Content Marketing, 2018 Benchmarks, Budgets and Trends—North America,"](#) Content Marketing Institute, September 2018.
- 7 ["Social: GlobalWebindex's Flagship Report on the Latest Trends in Social Media,"](#) GlobalWebIndex, 2018.



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