

GENZ

Integrated Marketing

➤ 2021 Digital Presence Improvement Guide



Our Satisfied Clients



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How to build eCommerce for your Business

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Define a Personalized Digital Strategy

When figuring out where to start when creating or revamping a digital strategy for your small business, it is important to do your research prior to any execution. This includes analyzing what resources you have on hand and how they can be utilized, what your current market is like; both your target audience as well as what your competitors are doing.

After doing your due diligence, it is imperative to determine what you want to achieve with your digital presence and how to go about executing it. The first step is to define what exactly a digital strategy is. It refers to a business's overall game plan to attract potential clientele by effectively communicating the benefits of their business via a digital platform. With that goal in mind, the next step is to outline what objectives need to be completed to achieve this and what tactics will be utilized to execute on this plan. This section will outline just how to do your research and how to design a digital strategy using that data to maximize your business's potential.

➤ Assess Current Assets

The first step here is to assess what you have on hand and how effective it is currently. A good practice is to standardize your assessment by using a SWOT analysis (see below).

	Opportunities (External; Positive)	Threats (External; Negative)
Strengths (Internal; Positive)	Strengths-Opportunities Tactics How can you leverage your business's strengths to maximize future opportunities?	Strengths-Threats Tactics How can you leverage your business's strengths to minimize the impact on potential threats?
Weaknesses (Internal; Negative)	Weaknesses-Opportunities Tactics How can you leverage potential opportunities to minimize your business's shortcomings?	Weaknesses-Threats Tactics How can you minimize your business's shortcomings to mitigate potential threats?

SWOT (Strengths, Weaknesses, Opportunities, Threats) is a method of analysis that allows you to evaluate both internal and external factors that can affect your business's growth in a positive or negative manner.



Strengths

You want to highlight what your business is doing well. Some factors may be more definitive or tangible than others. Some examples can include how your business has a strong communicative process throughout departments or your brand attributes are unique enough to make you stand out from competitors.



Weaknesses

This section requires a degree of self-awareness and critical thinking. Here, you need to consider what variables may be holding your business back. This can include knowing that your business has limited experience in digital marketing or budget, or your socials are not properly filled out. Highlighting the weaknesses will allow you to see what parts of your business will need to be revitalized.



Opportunities

You want to highlight what your business is doing well. Some factors may be more definitive or tangible than others. Some examples can include how your business has a strong communicative process throughout departments or your brand attributes are unique enough to make you stand out from competitors.



Threats

You want to highlight what your business is doing well. Some factors may be more definitive or tangible than others. Some examples can include how your business has a strong communicative process throughout departments or your brand attributes are unique enough to make you stand out from competitors.

This thorough assessment of your current assets will allow you to see on paper where your business is thriving and what needs work. The next step is to do some research on identifying your target market.



IDENTIFY TARGET MARKET

When it comes to identifying your niche audience, the name of the game is to focus on who your target market is while expanding your reach.

Start with your existing customer base; those who buy from you, follow, currently interacting with you. From this base, consider the following demographics:

Age

Establish an age range of those who interact with you. The intention is to establish what generation your target audience is in.

Location (Time Zone)

Where does your niche audience geographically reside in? This helps you understand what cities, towns or places to target. This can be a factor regarding where you should be targeting your ads as well as when your 'peak' times will be.

Language

What language does your target audience speak? For example, if you are a small business in the local China-town, it may be worth considering looking into providing content in their language.

Location (Time Zone)

Once your target market has been identified, the next step is to anticipate their behaviour to most effectively execute on your digital strategy. Let's say you've established your target market to be seniors (65+). By anticipating their behavioural patterns, you will come to know that your niche market is usually up early and go to sleep early. You also know that your message font should be bigger for easier reading. A quick Google search would tell you that 62% of internet users are 65+ on Facebook. (Businessnewdaily, Feb 2020), suggesting you should focus your ad efforts there.

The best way to break these attributes down in a cohesive way is by building a buyer persona. A buyer persona is a fictional representation who embodies all of these attributes to help your business humanize your target market and will directly affect how effective your digital campaigns will be to acquiring clients from this audience. Some variables to consider after building your buyer persona include:

- What social platforms to focus your efforts on
- The time in which to post on these platforms
- The wording of these posts
- How your creatives are designed





Determine Marketing Objectives (KPIs)

The next step here is to clearly define your marketing objectives. They entail the intentions of your marketing efforts and what you want to achieve with your digital presence. To do so, we suggest making sure your objectives are SMART.

Specific

The goals should be clearly defined and easy to understand

Measurable

Ensure your goals have key performance indicators (KPI) to be able to measure the progress

Achievable

Make sure the goals you set are within your business's ability to reasonably achieve

Relevant

The goals are relevant to your brand and the direction you want to take it.

Time-Bound

The goals need to be completed within a set time frame. Indicate the start and end times of each objective. For example, a SMART objective you could set could be "increase website traffic from our socials by 25% in 2 months."

This objective is clear, has a time frame and is relevant to your business. The final aspect here is to define variables to measure this progress. In this particular example, you would want to set specific KPIs to indicate how website traffic has improved once you implement your strategy. This can include tracking:

- How many unique visitors came from each of your socials to your home page.
- # of leads generated
- Pages viewed per session
- Average time on page
- Bounce Rate
- Goals and Event Completion
- And more

These variables will be used to gauge your progress and how effective your strategy is in regards to achieving this objective.

➤ Creating and Executing on Strategy

Once you have established your objectives with KPIs and your target market, it is just a matter of creating your digital strategy where your target audience will react in such a way that will accomplish your set objective. Taking the data you would have received when building your buyer persona, take this time to design creatives and captions to best appeal to your target market.

When developing your strategy, ensure to take full advantage of free software and resources. For instance:

- Consider Canvas as a free photo editing tool
- Hootsuite or Buffer for social media management and scheduling
- Linktree for linking to multiple links on one interface
- Yoast to assess readability and SEO strength
- Wordpress or GoDaddy for website development
- Flexitive for creative content
- Any additional resources such as grants and benefits specific to your location or business association .

Once the content has been developed and created. It is a matter of scheduling the posts, interacting with users on those social platforms and reporting on your metrics as you continue to follow this practice.

In the next sections of this booklet, we will outline how to definitively create a strategy specific to your business's needs.





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