

# Digital Marketing On A Budget

Effective tactics to help you  
promote your business online

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# For most small businesses, there isn't a huge pot of money for marketing.

## **We get that.**

That's why it's so important to spend that money wisely on the things that can really make a difference.

Whether that's Google AdWords, email marketing, guest blogging, or a little bit of everything, there's no 'one size fits all' – but there are some pretty decent rules of thumb that will put your business in a great position.

This ebook identifies what we think are the most effective digital marketing tactics from the quick-wins to the long-game strategies.

We're confident you'll come away with the insights to put your business in front of the right audience in the most compelling and engaging way.

**Are you ready to become a digital marketing guru?**



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## STARTING OUT

# What not to spend your money on

We're going to start off in a bold way by telling you what not to spend your money on.

We know, controversial.

This is a little bit subjective and you might disagree.

But we think, generally speaking, if you've only got a small amount of money you're better served avoiding these expensive pitfalls.

# What not to spend your money on



## **An overly fancy, complicated website**

Yes, you need a website but focus on providing the essential information your prospective customers are looking for and keep it as simple as possible. It's so easy and affordable to do-it-yourself these days, you might never need to fork out thousands of pounds.



## **Branded marketing materials**

Keep it limited to business cards. We've spoken to countless business owners who've wasted a load of money on flyers and brochures and now they're just gathering dust.



## **Print advertising**

A controversial one. It can be an effective advertising channel but it's expensive. In our view, especially with cash-flow being so important, you're better served spending a fraction of that on some highly-targeted Facebook ads instead.



## **Events**

Great brand exposure, sure, but event space is expensive – not to mention what you then have to spend on a stand and collateral. You can still enjoy the networking benefits by attending as a delegate and check out the event for future reference. There might be an opportunity to exhibit in the future.



STARTING OUT

# Getting your website in shape

There's no point spending money and effort on marketing until your website is in a position to convert the extra traffic into sales. Whether that's tactically placing a button or tweaking a product description, it's all about getting the design and content blend just right.

Now, we could dedicate an entire ebook to getting your website in shape, but here's four essential things you need to do before spending a penny on digital marketing.

# Why you need to get your website in shape



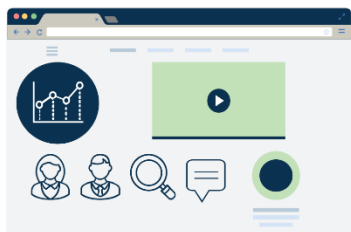
**50%**

of online sales opportunities are lost because consumers **couldn't find** the information they were looking for.



A **positive review** influences the buying decision of

**90%** of customers.



**1.98 million**



**3 seconds**

Nearly half of all visitors will leave a mobile site if the pages **don't load within 3 seconds.**

Only

**18%**

of the UK's SMEs have **mobile-friendly websites**



SMEs **do not have websites**, costing them over £343 billion each year.

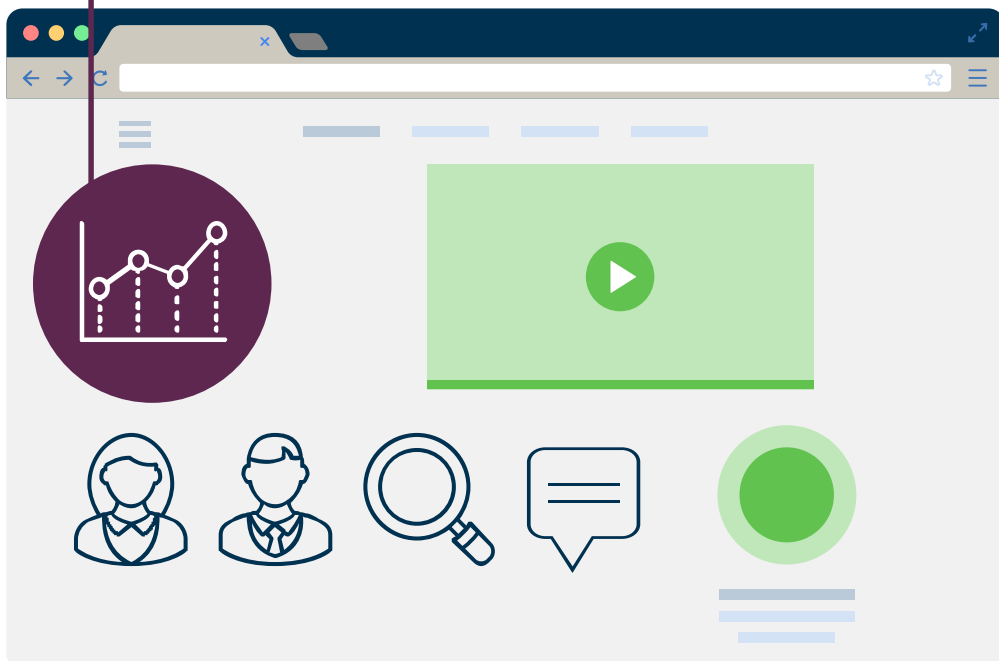
# Four design and content essentials for your website

## Get analytics tracking in place

Using a tool like Google Analytics, you can start to understand who your visitors are and how they interact with your site. For example you might want to know:

- Where are visitors coming from?
- Which page do most visitors enter your site from?
- How long do visitors spend on a particular page?
- Which pages do visitors most often leave from?

This helps you understand how visitors engage with your site and what you might need to change to increase that engagement. You can also use that data to set measurable goals as you start to grow.

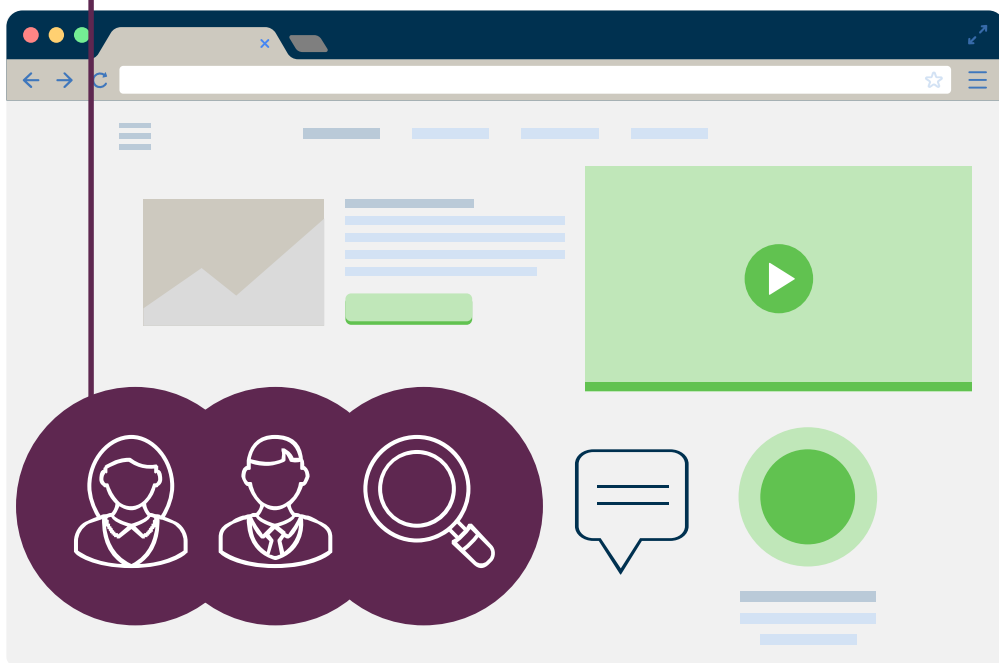


# Four design and content essentials for your website

## Think about the customer journey

By improving your visitor's journey around the site, you can alter their behaviour.

- Clearly identifiable buttons or links make the next step easier and more intuitive.
- Ensure you have the right information available at the right time – anticipate the next question.
- Don't provide too many options – think about the one thing you'd like them to do next.
- Always provide a point of contact or call to action.

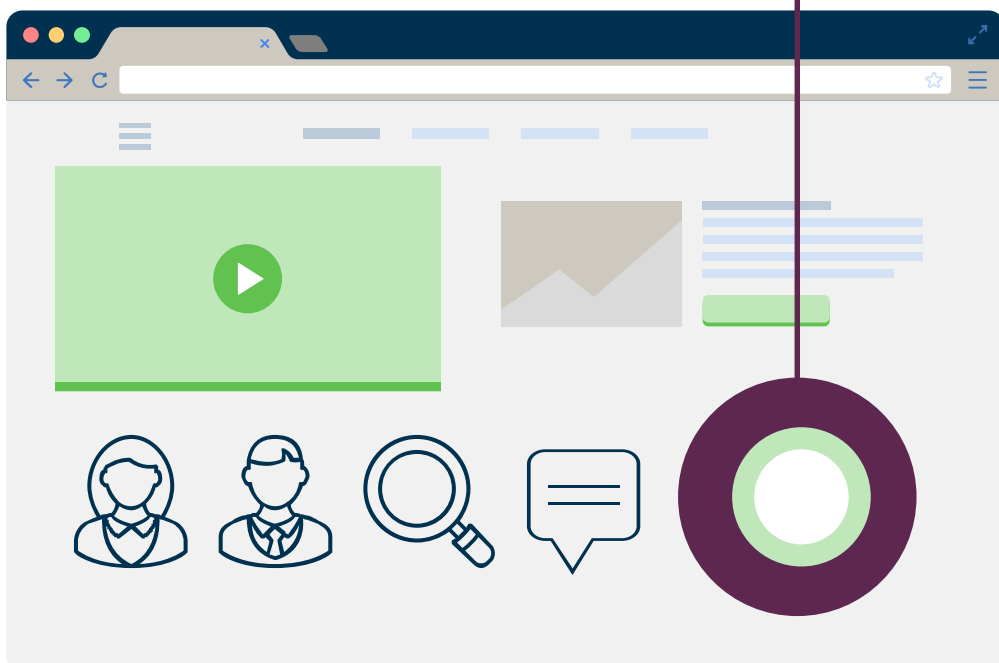


# Four design and content essentials for your website

## Call to action

A call to action is an image or text that prompts the visitor to do something in response. For example, download an ebook, sign-up to a newsletter, buy something or visit your store. You can have multiple opportunities for a call to action but each time it should be:

- **Short** – as brief as possible
- **Specific** – what will they get in return
- **Simple** – use language that's practical rather than technical





# Four design and content essentials for your website

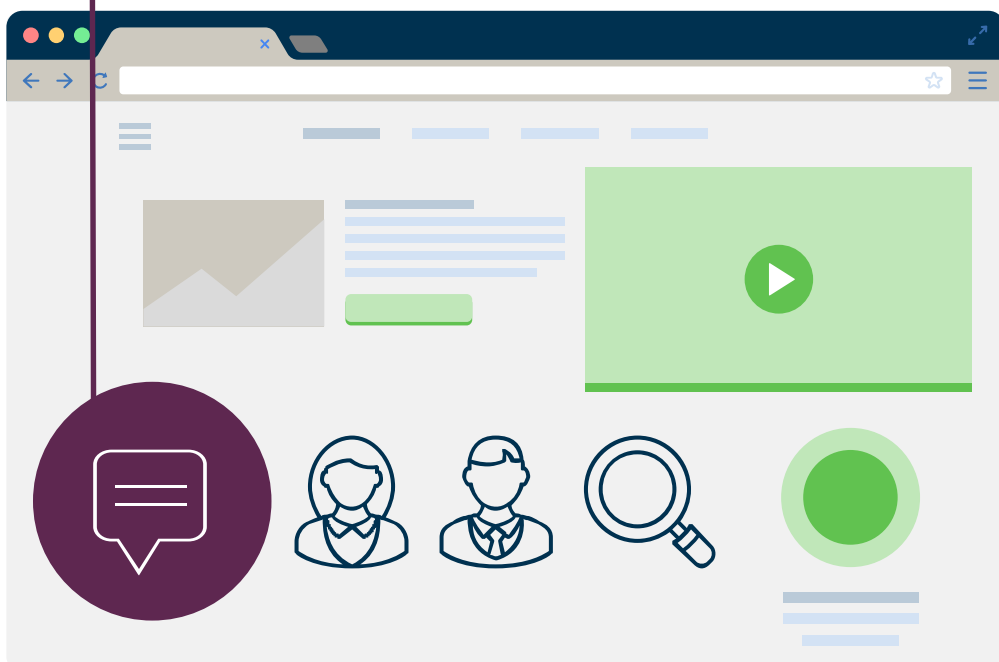
## Customer reviews

Recent research shows that a positive review influences the buying decision of 90% of customers. So for a small business this can make a big difference to your conversion rate.

- Always ask for testimonials or reviews from your customers and include them on your website.
- Always respond to bad reviews on your website or social media. It's an opportunity to put something right and demonstrate good customer service.

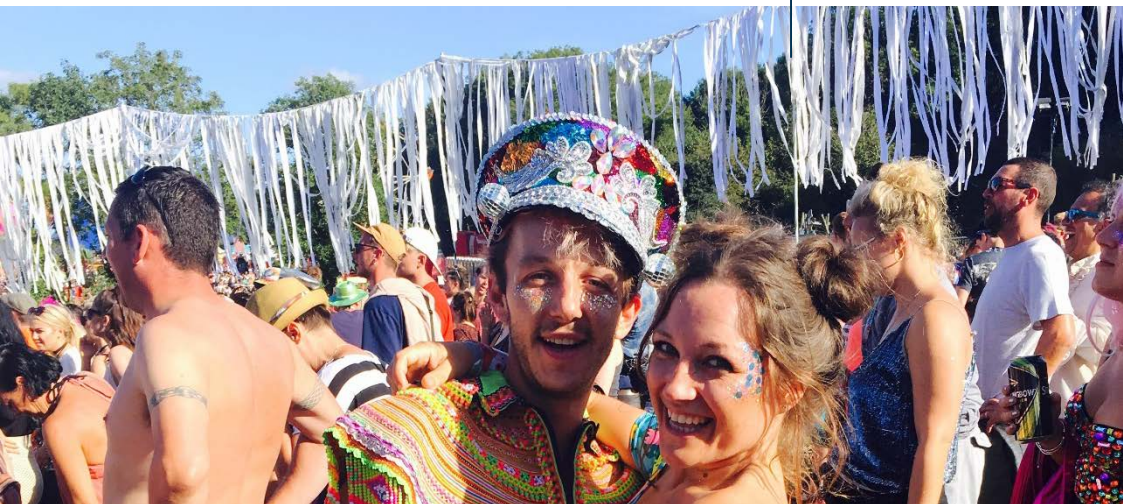


[How do I increase my online sales?](#)





*SJ Cook*



“

The most important thing is for people to buy from you. If you're only selling online, as I am, then your website is your store front. Creating a simple pathway to payment and communicating everything you have to offer is key.

**SJ Cook**  
Spangled, fashion label

”

**informi**



## SOCIAL MEDIA

# Harnessing the power of social

Your social media profiles are another kind of shop window for your business. Like your website, it's a way to put your products in front of prospective customers and entice them in.

However, social media can be so much more than that. It's a way to forge a human connection with your followers and draw devotees to your brand. We spoke to fellow business owners to find out how they're using social media.

# How to forge a human connection on social media



**Helen Lewis** runs Knox-Lewis, an interior design business...

Social media is really important.



We knew this from the start so use Instagram and Pinterest to showcase our portfolio, as well as giving our followers more of an insight into what we do.



Social media has helped those that thought we just 'picked paint colours' and 'plumped cushions' to realise it is so much more than that. We spend a huge proportion of our time remodelling and designing dream houses, technical drawing packages for the main contractor and running a full build team on site.



**Anna Skopels** runs TreeVitalise, a birch water drink business...

A brand's presence on the likes of Facebook, Twitter and Instagram is a must these days – it's what consumers are now more likely to look at when checking a new brand out, rather than a website



# How to forge a human connection on social media



**Andy Cordina** runs Bettie Confetti, a greetings card business... Social media is really important. It gives your brand life and lets people know that there's an actual human behind the business. Until people realise that, they can't connect with you.



Instagram in particular, is where I focus my efforts because it's such a visual platform. For me, it's more important to get it right on one channel than to spread yourself too thinly over a bunch of different social channels. If Instagram works for your business, or Twitter is a better fit, then focus your efforts on there.



**Joe Thomason** runs Greed Dog Walking...

We have been using social media more and more as we've grown. Luckily we have a great subject to use...dogs!



That does make it a lot easier to engage with people.



# A simple social media schedule that will deliver results

Whilst social media is great for real-time content, scheduling posts in advance can save you time and resource whilst still delivering results. Here's a simple schedule for one social network (e.g. Facebook) where you post one thing a day.

WEEK ONE	
MONDAY	Old blog post
TUESDAY	Question / Conversation starter
WEDNESDAY	Promotional / Offer
THURSDAY	Live video / Video
FRIDAY	New blog post
SATURDAY	Share someone else's content
SUNDAY	Behind the scenes photo



[How do I promote my business using social media?](#)



## BLOGGING

# Who let the blogs out!

We'll be upfront, blogging can be a hard sell. When you've got suppliers to chase, orders to fulfil, and leads to follow up on, finding the time to write a blog isn't exactly top of the priority list. And then there's the fact many of us just don't feel comfortable writing or simply don't know what to write about.

But if you put those concerns to one side, there's a real value to blogging. If you're unsure, here's seven reasons why we think it's worth factoring into your digital marketing strategy.



# Seven irrefutably great reasons to start blogging

## 1 GREAT FOR BUDGETS

Blogging costs nothing but your time.

## 2 GREAT FOR FOSTERING TRUST

Delivering well-written information to your audience can set you apart as an expert in your industry and begin to foster trust.

## 3 GREAT FOR SOCIAL MEDIA

Blogs are another way to engage with your followers on social media and provide that all-important human connection. Some of Informi's best performing social posts are blogs where business owners have opened up about the emotional challenges of running a business.

## 4 GREAT FOR CONVERTING

If someone's on the fence about buying from you, blogs can help to reinforce your proposition. You can show off a wider set of credentials just by demonstrating your passion and knowledge of a particular subject.



# Seven irrefutably great reasons to start blogging

## 5 GREAT FOR LINK BUILDING


Guest blogging on other sites is a good way to grow your reach and demonstrate your expertise to a wider audience, but it can also drive traffic to your site through back links, which in turn is helpful for SEO. The more links you have going back to your website, the more Google will trust you.

## 6 GREAT FOR SEO

Regular blogging can also have a large impact on the amount of traffic your website gets from search engines. If your website only has few pages of information, search engines are going to find it easy to overlook your site. If your website has a blog which is regularly updated with lots of relevant and unique content, search engines have a lot more to pick up on.

## 7 GREAT FOR YOU

There's a lot to be said for flexing your creative muscles every now and then. Blogging can be therapeutic and a good way to unwind and reflect on the stresses of day-to-day business.

 [Business writing tips that will set you apart](#)



# Four blog ideas we're giving away for free

Here are some ideas for blogs to get your creative juices going:



**FOOD BUSINESS**  
7 lunchbox recipes for the Summer

**PLUMBING BUSINESS**  
Video blog – how to fix a blocked toilet



**MARKETING BUSINESS**  
8 low-cost marketing ideas



**CYCLING BUSINESS**  
Best bikes under £500



Or you could just blog about your experience running a business?



SEO

# Climbing the Google rankings

Yes, of course you know all about Google and how important it is to appear in search results near to the top. But how do you do it?

This process is called Search Engine Optimisation and we promise you it's not a dark art. Well, not quite, but it does require quite a bit of work and dedication. But, if you master it, you'll enjoy a steady stream of free traffic to your site.

# Why SEO matters...

Each month, more than

**1 billion searches**

for **local business services** are conducted on the major UK search engines.



**71%**

of searches click on organic (non-paid) search results meaning you need an **organic presence.**



Google "**near me**" searches have increased by two times over the past year

**72%**



of consumers who did a local search visited a store within five miles.

The average length of content that ranked first on Google was

**2,500 WORDS**




# The not-so dark arts of SEO

## It's a marathon not a sprint

Gaining organic (i.e non-paid) traffic from Google takes time. There's no secret formula that will catapult you onto page one overnight, but if you're doing the right things it will pay dividends in the long run.

**Action:** Set some short, medium, and long term goals for generating organic traffic. For example, a short term goal may be to gain 1,000 monthly organic visits, medium term = 5,000 organic visits, long term = 10,000 organic visits.

 [The small business guide to search engine marketing](#)

## Do the basics

A lot of SEO is about getting the basics right.

- Use clear URLs ([www.informi.co.uk/SEO-basics](http://www.informi.co.uk/SEO-basics))
- Create page titles that accurately reflect what the page is about.
- Use your target keywords towards the start of the copy – but don't overload in an unnatural way as this can count against you.

**Action:** Do an audit of your site and check all your pages follow these basic rules.

## Go local

Local SEO tactics are important for smaller businesses that might not be blogging or creating a lot of content. Make sure your site is in the appropriate registries and all of your information is up to date.

**Action:** Set up a Google My Business listing.

*'Keywords' are the words and phrases that searchers enter into search engines.*



# The not-so dark arts of SEO

## Do it better

All Google want to do is provide the very best results to its users. They judge this by the quality of the content, and the quality of links pointing to that content. But how can you impact on this? Well, there are some simple efforts you can undertake:

- If your competitor has 1000 words of content, you write 2000.
- Reaching out to related people and websites in your field and encouraging them to link to you.
- The majority of people won't link to you just because you ask them. You have to give them something in return that's of value to them. The most tried and tested method for this is guest blogging.

**Action:** Do some networking and find related sites. Draw up a strategy for getting links back to your site, for example, guest blogs or competition giveaways.

*'Keywords' are the words and phrases that searchers enter into search engines.*

## Be smart

There are highly competitive search phrases that already churn out thousands, even millions of results, and well-known established websites will likely sit at the top. It's going to be hard for you to make an impact so you're better being more targeted – either going after niche keywords or being more specific such as targeting local search queries.

**Action:** Use Google Keyword Planner and Google Trends to research search phrases and key words.

## Utilise SEO tools

Monitor your traffic using tools such as Google Analytics – and use Google's Search Console to see the keywords that people are using to find your website.

**Action:** Go on Google Analytics and see which of your pages is driving the most traffic from Google.



## GOOGLE ADWORDS

# Tired of waiting?

SEO is very much a long game. The other (paid) way to appear in search results is through Google AdWords. This is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results, instantly.

Sounds great? Well, before you throw a load of money at Google AdWords here are some tips to help you keep your click costs down and your conversion rate up.



# A quick guide to help you win at Google AdWords

The amount you pay on AdWords is a combination of your maximum bid and your Quality Score. This calculates something called your Ad Rank.

**Maximum bid £1.00 x  
Quality Score 5 = Ad Rank 500**

If your Ad Rank is higher than your competitors in the AdWords auction, you'll appear above them. Naturally, you want your Ad Rank as high as possible and your maximum bid as low as possible. If you increase your Quality Scores, you can lower your bids and still rank highly. For example, increasing it from 5 to 8 (out of 10) enables you to lower your bid to £0.70 and still outrank your competitors.

**Maximum bid £0.70 x  
Quality Score 8 = Ad Rank 560**

So the question is, how do you increase your Quality Score?

Well, the main way to do this is to increase your ad Click-Through-Rates. This means getting creative with how you describe your business and products, and continually testing new ad variants.

[The small business guide to search engine marketing](#)

## Click through rate

*A click through rate is a ratio showing how often people who see your ad end up clicking it*

# A quick guide to help you win at Google AdWords

## The rapid ad testing method

- 1 Write two new ads
- 2 Run them until each has received at least 100 impressions
- 3 Pause the one with the lowest Click-Through-Rate
- 4 Write a new ad
- 5 Repeat the test

This will guarantee you continually find the most effective messaging, drive up the Click-Through-Rate, and increase your Quality Scores.

**Here are two free apps you can use to help with your Google Adwords campaigns.**

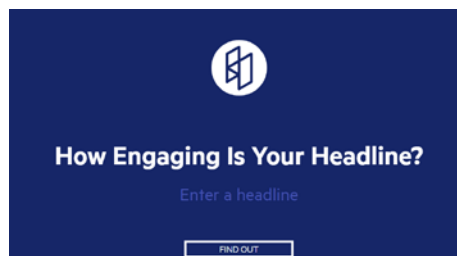
### Ten Scores

Tracks your Quality Score improvements over time.



### Headline Analyzer

Will help you write better ads.





## FACEBOOK ADVERTISING

# Reaching your audience

Facebook is fast becoming one of the most popular advertising channels for small businesses and it's easy to see why.

- Approximately 2 billion users.
- One billion of these are daily active users.
- The granularity with which you can target your audience – every consumer market imaginable is on Facebook.
- It's relatively cost effective.

For small businesses, the beautiful (or terrifying) thing about Facebook advertising is just how much data is available to help you target your audience. You can get seriously specific.



David Middleton



“ For totally new customers Facebook/Instagram's targeted advertising is invaluable. The ability to run a campaign based around, say the TV show Knightmare or Red Dwarf (Bewilder Box features both Hugo Myatt and Norman Lovett) and target fans of those shows who are a certain age and live within a certain radius of us is an incredibly efficient way of reaching potential customers.

**David Middleton**  
Bewilder Box Escape Room

”

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# Three surefire ways to promote your business on Facebook

## Link click ads

**Goal:** Drive people to your website, landing page or blog post.

**Benefit:** They perform well and also encourage Likes for your Facebook page.

**Example:** You own a hair salon and realise you don't have many email addresses in your database. You run a Link Click Ad on Facebook to target local people and any customers who already Like your Facebook page. The link directs people to a landing page on your website set up for newsletter subscription.

**Tip:** Incentivise people to subscribe. Offer all new customers 25% off their first appointment and 15% to current customers. Your ads will perform better when they offer value to people. You'll then have an e-newsletter mailing list to send promotions, salon and product info to moving forward.

 **Jasper's Market**  
Join us for our Open House this Saturday! We'll be dishing out our famous apple pie to show how excited we are to be a part of the neighborhood.



**Open House**  
1455 Willow Road, Menlo Park, CA  
Saturday, July 25 at 12:00pm  
101 people are going

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 **Jasper's Market**  
We're now open downtown! Like our page for the latest news and invites to special events, weekly deals, and more.



**Jasper's Market**  
Food & Grocery  
541 people like this page

 Like Page

 · Sponsored

# Three surefire ways to promote your business on Facebook

## Multi-product (Carousel ads)

**Goal:** Sell products and services

**Benefit:** Showcase a range of products and services in a single ad. Also allows you to test the popularity of products and offers.

**Example:** You own an online homeware business and are looking to showcase your products. You include your most popular pieces plus some new items to see how they fare with your target audience. Each product image links back to your product page so users can purchase.

**Tip:** Include a variety of products (popular and new) to see what proves most successful so you can refine your ads.

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Unlock the power of digital for your organisation with these six imperatives.

5

6

osystems. [Learn More](#)

Pivot Wisely. [Learn More](#)

81 2 Comments 3 Shares

Like Comment Share

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Stop wasting your time on SEO strategies that don't work.

**SEO is changing.**

**20 SEO Myths To Leave Behind**  
Download this guide to avoid the most common SEO myths & misconceptions.  
HUBSPOT.COM/SEO-MYTHS [Download](#)

58 16 Comments 12 Shares



# Three surefire ways to promote your business on Facebook

## Facebook lead ads

**Goal:** Getting leads!

**Benefit:** People can sign up for your offer or download your content without leaving Facebook. The user journey is smooth and doesn't disrupt their social switch-off time. If your website can be slow at times, this avoids people using it and you still meet your objective. A slick way to capture an email address.

**Example:** You're launching a new restaurant and want to build your local profile. You run a Lead Ad announcing your launch (or upcoming launch) asking for email address submission to receive news and offers. Not only will you generate local interest but you'll quickly grow your e-newsletter database for regular communication with your customers.



▶ [How do I advertise my business using social media?](#)



EMAIL MARKETING

# Converting leads into sales

All the activity we've mentioned so far will help you to capture the email addresses of new and prospective customers. That's a nice captive audience you can promote your business to and ultimately convert into sales at various trigger points.



# How to make email marketing work for your business

Beyond simply driving sales and leads, email marketing is a tool that can enhance your business operations in a host of ways.

- Grow brand engagement
- Increase customer loyalty
- Promote events
- Grow your fan base
- Conduct research

**Take a look at these different small businesses to see how they use email marketing.**

**Dan runs an ecommerce business called Mount Hope selling handmade leather notebooks.**

—MT. HOPE—  
CO.

Mount Hope send out a monthly email that focuses on how the notebooks are made, the materials used, charities they support and profiles with pictures of customers that use the notebooks for interesting reasons like sketching, poetry and songwriting.

**DON'T FORGET YOUR NOTEBOOK!**

»»» —————> **Click here to continue shopping**

—MT. HOPE—  
CO.

# How to make email marketing work for your business



Toni runs an Italian street food stall called Pizza Pie.

Every Monday morning Pizza Pie sends an email to its customers with a lunchtime special offer for the week that's exclusive to the database, they also confirm the week's opening times, locations and the 'pizza pie of the week.'



Pavan is a PR freelancer for hotels.

Pavan sends out a monthly email that features her top five hospitality industry news stories from the last month, the top five hotel job vacancies and a short case study of one of her latest clients with the press and results she achieved for them.

Thanks for your enquiry, I'll be in touch within two working days.





# How to make email marketing work for your business

*Eternally Yours*

WEDDING BANDS

Jemima runs an online shop business selling wedding rings called Eternally Yours.

Eternally Yours produces a seasonal wedding ideas online brochure four times a year, available for download when you sign up. The catalogue features latest wedding trends and other partner wedding suppliers as well as the latest Eternally Yours rings. The other suppliers also share the catalogue. It then follows up with bi-weekly sales and latest collection emails to the subscribers whose weddings are still up and coming.

THANKS FOR SIGNING UP SARAH AND CONGRATULATIONS!



[How do I use email marketing to promote my business?](#)

# It doesn't stop there...

Budgetary restrictions often lead to the most creative solutions. We've just summarised the most cost-effective tactics for promoting your small business, but there are loads of ways – online and offline – to spread the word.



LinkedIn



Podcasts



Vlogging



Send out samples



PR stunts



Press release



Vehicle branding



Cold calling



Celebrity endorsements



Networking

[43 free and low-cost small business marketing ideas](#)



Nothing begets  
creativity like  
constraints.

**Christopher Mims**

Journalist, Wall Street Journal



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