

Multi-Channel Marketing & Analytics

Capstone

**Digital Deepar \_ Case study**

Exercise 5.9

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# **Agenda**

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**2.Project Approach**

**3.SEO & Website**

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**6.Multi-Channel Marketing Strategy**

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# Introduction : Digital Deeper

## Role:

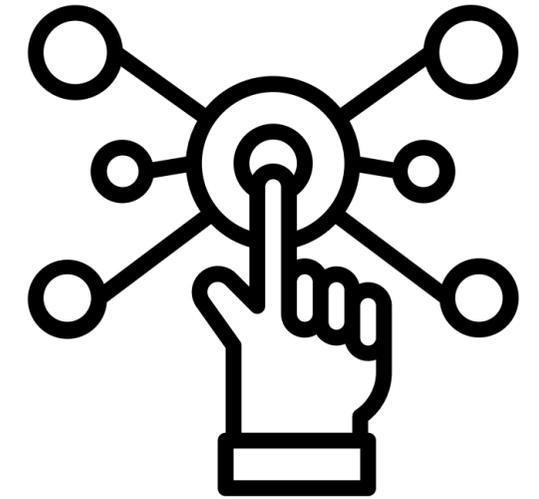
My role in the Digital Deeper project was to develop my professional brand and build connections in the digital marketing and content creation industry. I did this by creating content to represent myself and my work online.

## Who I worked with:

I worked with other digital marketers and content creators on this project. I likely collaborated with them on creating and sharing content, as well as on building relationships.

## Example

- Other digital marketers and content creators
- Industry influencers
- Bloggers and journalists
- Social media managers
- Event organizers



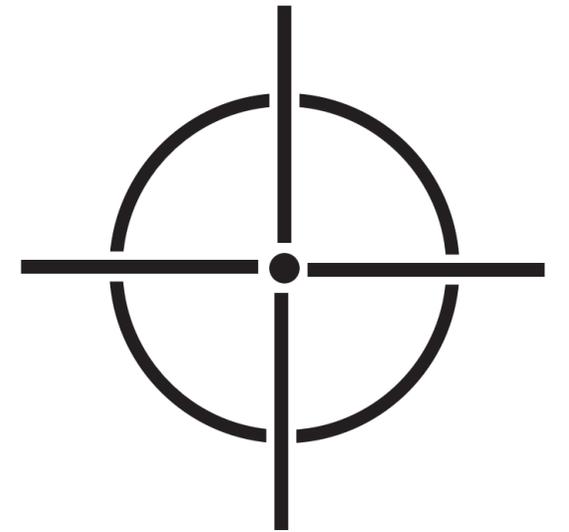
# Introduction : Digital Deeper

## Objective

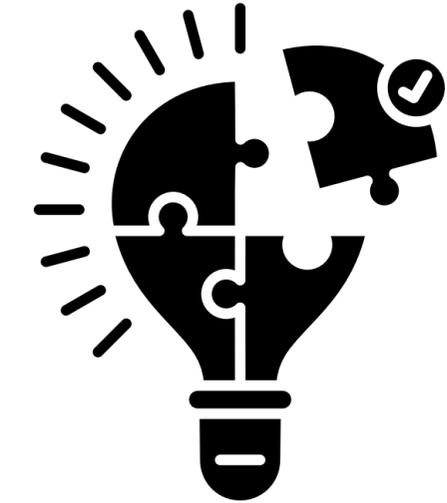
- Increase the visibility and reach of the beginner digital marketer and content creator's professional brand online
- Attract the attention of other digital marketers and content creators
- Establish relationships with other digital marketers and content creators
- Build a strong professional network

## Main problem

The main problem that the Digital Deeper project is trying to solve is the challenge that beginner digital marketers and content creators face in building their professional brand and developing connections with other professionals in the industry. This can be a difficult task, especially for myself to the field ,I do not have a large following online.



# Project Approach



## Creating a solution

- Defined the problem
- Developed a strategy
- Created content
- Promoted my content
- Built relationships

## Why?

I went through this process because it is a proven framework for creating a successful marketing strategy. It is important to start by understanding the problem that i am trying to solve and my target audience. It is also important to create high-quality content and to promote it through a variety of channels. Finally, it is important to build relationships with other professionals in my industry.

## Channels, Methods, and Soft Skills

- **Channels:** Website, Social media, email marketing, and content marketing.
- **Methods:** Creating high-quality content, promoting content through a variety of channels, and building relationships with other professionals in the industry.
- **Soft skills:** Communication, interpersonal skills, and problem-solving skills.

# Deliverables: SEO & Website

**Goal:**Generate traffic and optimize the article by incorporating keywords.

## Description:

Analyze the website and articles based on high volume and low competition to optimize them through keyword research.

## Skills:

- Google Kit
- Yoast SEO plugin
- WordPress
- SemRush Keyword magic,
- Moz Keyword Explorer and more

**Reflection:** I enjoyed every aspect of the website construction, including writing the article and finding the keywords. The variety of tools available to explore makes this part of marketing interesting. I learned about the significance, effectiveness and impact of SEO.

Short-tail keywords	Important metrics (i.e., difficulty or volume)
what is ppc in marketing	Difficulty 83 Volume 880
ppc vs cpc	Difficulty 35 Volume 210
amazon ppc strategy	Difficulty 18 Volume 260
Long-tail keywords	Important metrics (i.e., difficulty or volume)
what is seo in digital marketing	Difficulty 62 Volume 1000
Difference between SEO and ppc	Difficulty 55 Volume 210
how to improve website seo	Difficulty 83 Volume 390

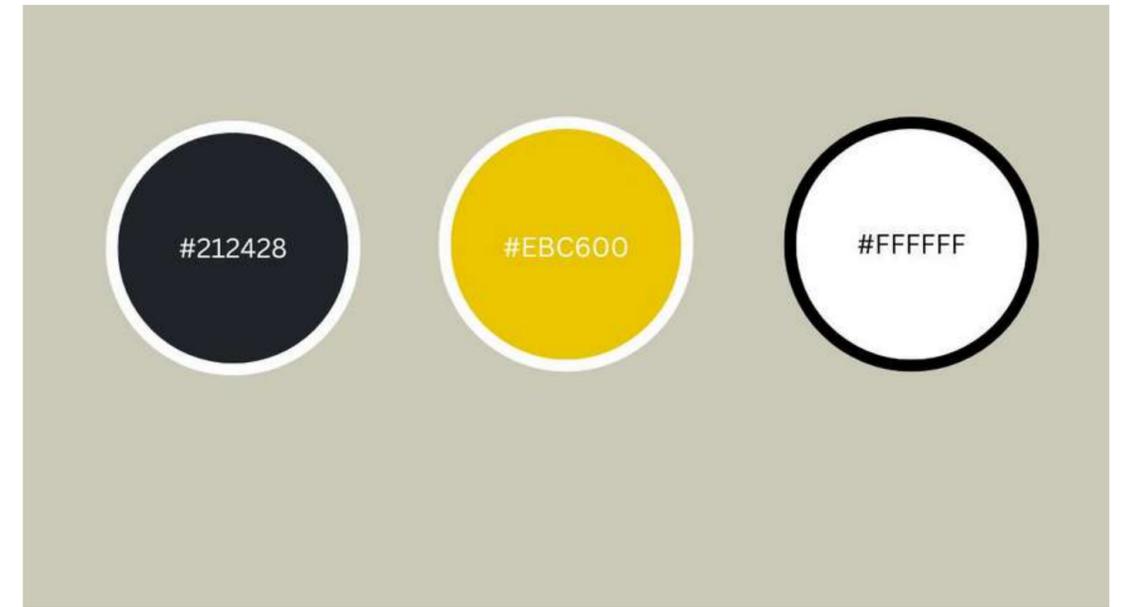
# Social Media Marketing

**Goal:** Describe the full organic social media strategy.

**Description:** The strategy incorporates a content plan with branding guidelines, including pillars, schedule, and typography.

## Skills:

- Canva
- Instagram & Facebook Platforms
- LinkedIn
- Content Pillars
- Post Scheduling



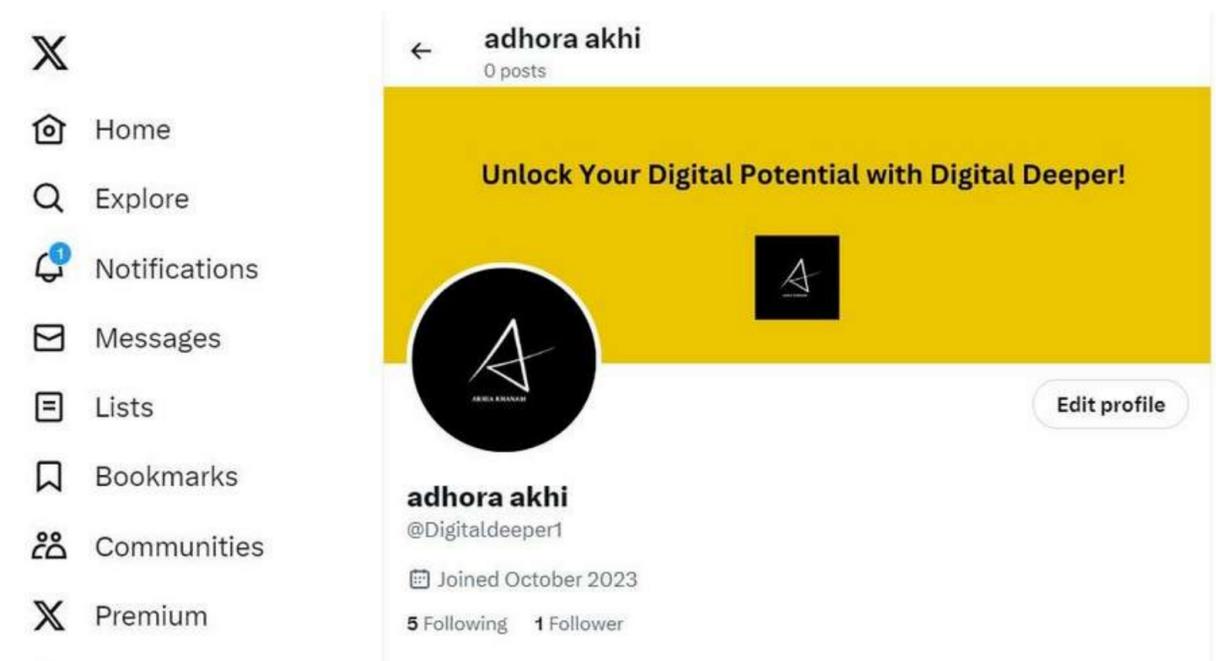
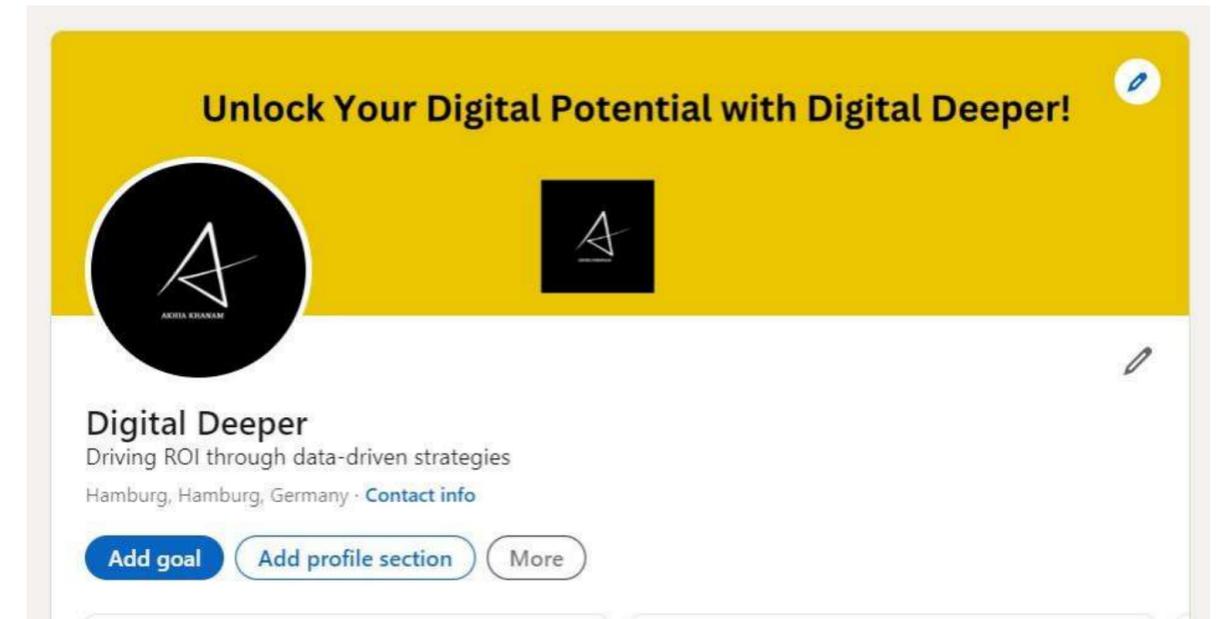
# Social Media Marketing

## Content Pillars

- Education & Knowledge Sharing
- (Time-sensitive) Industry Insights
- Personal Growth & Well-being
- Career Development

## Reflection:

Despite being slightly challenging, my task was to grasp the pillars. To overcome this obstacle, I researched and received support from my mentor and tutor. Through this process, I concluded the following analysis.



# Paid Marketing Plan Proposal

**Goal:** Develop a paid digital marketing strategy through targeted paid media.

## Description

Evaluate the options for paid channels and platforms, focusing on the target persona's preferences and characteristics, to determine the best formats for ads and the marketing funnel.

## Skills:

- Facebook Ads- Meta Business (Ads manager, events manager)
- Google Ads
- Data Analytics

## Reflection:

The attention to detail required here is paramount, as several pieces are in motion when setting kitting out the campaigns in the platforms. Before launching a campaign, it is essential to test and verify the settings, track all the necessary data, and ensure we are keeping tabs on everything.



# Multi-Channel Marketing Strategy

**Goal:** Formulate and implement a multi-channel marketing strategy.

## Description

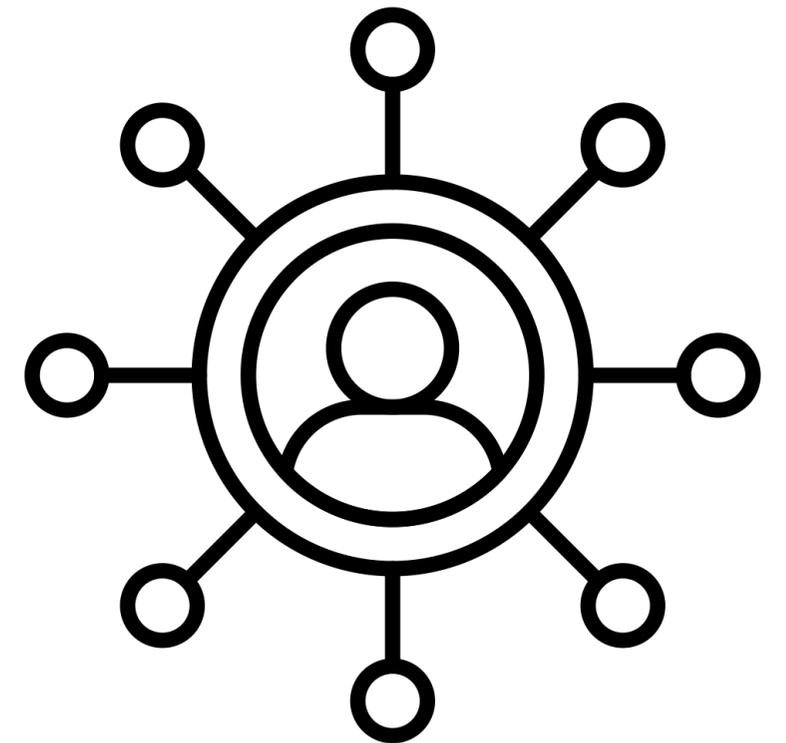
Analyze the performance across platforms and optimize accordingly to increase results. Based on the data, develop recommendations.

## Skills:

- Teamwork
- Cross-channel analysis
- Time management
- Correlation analysis

## Reflection:

Despite my difficulties with data analytics, I look forward to further developing my skills and expanding my knowledge of data and developing more effective strategies through data analytics.



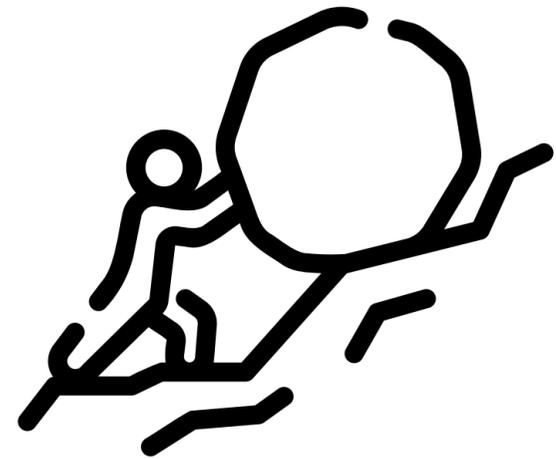
# Challenges

## Challenges

- **Understanding my target audience:** I had to take some time to research and understand the needs and interests of beginner digital marketers and content creators. What are their biggest pain points?
- **Developing a unique perspective:** There is a lot of content out there on digital marketing and content creation. In order to stand out, I needed to develop a unique perspective and voice.
- **Creating high-quality content:** Producing high-quality content takes time and effort. I had to learn to be more efficient with my time and to prioritize the tasks that would have the biggest impact on my audience.

## How I overcame the challenges

- I read industry publications and blogs to stay up-to-date on the latest trends and developments.
- I reflected on my own experiences and insights, and I identified topics that I am passionate about and knowledgeable in.
- I created a content calendar to help me plan and schedule my content creation. I also learned to use tools and resources such as video editing software and graphic design tools



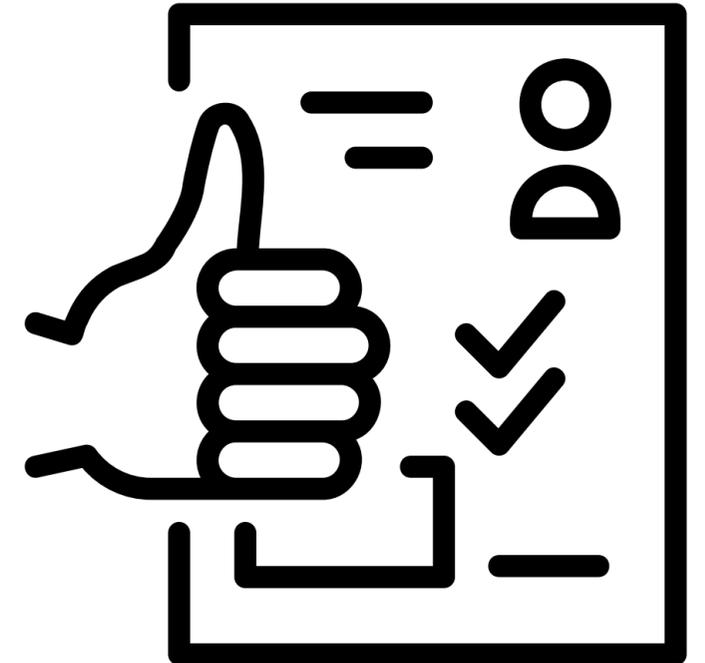
# Take Aways

## What would you do differently next time?

- Spend more time on research:
- Focus on a narrower niche
- Build relationships with other professionals
- Promote my content more aggressively

## What might you improve on for a second iteration?

- Create more interactive content:
- Produce higher-quality videos:
- Offer more in-depth training



**THANK YOU!**