CONNECT LOCAL
Scotland’s local food and drink marketing advisory service

Good Practice Guide
Digital Marketing
What is Digital Marketing?

• The promotion of products or services using online media platforms
  – Search Engine Marketing
  – Content Marketing
  – Social Media Marketing
  – Pay-Per-Click
  – Affiliate Marketing
  – Email Marketing
Why use Digital Marketing?

• Your customers are online
• Regardless of your business, products or size, your customers will be browsing online or interacting on social media platforms

<table>
<thead>
<tr>
<th></th>
<th>Digital Marketing</th>
<th>VS</th>
<th>Traditional Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach out to maximum number of people</td>
<td>Limited geographical audience</td>
<td>Able to target specific customers</td>
<td>No ability to target customers</td>
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<tr>
<td>Versatile (can make advertising changes easily)</td>
<td>Non-versatile (can’t be altered once published)</td>
<td>Immediate communication with audience</td>
<td>Delayed communication</td>
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Pay-Per-Click Marketing

• A method of directing consumer traffic to your website when they enter a key word/phrase into a search engine
• Advertisers pay a fee each time their advert is “clicked” on a search engine
• Cost effective – only pay when the end user reaches your website
• Customise – run your own campaigns, make ongoing adjustments
• Quick method of advertising
• PPC charges are based on the size of your website and number of products you sell
• For details call;
  • Google AdWords 0800 026 1713
  • Bing Ads 0800 045 1089
  • Yahoo 0800 098 8771
Content Marketing

- Marketing approach focused on creating and distributing content to attract and retain customers
Social Media Platforms

• Enable people and businesses to communicate and interact online

• Business Opportunity
  – Global audience
  – Promote your products
  – Build strong, lasting relationships with your customers
  – Interact with your customers, get feedback
  – Keep up-to-date with consumer trends
  – Increases brand loyalty

• Choose one or two platforms
  – Keep it simple, do it well
Facebook

- Social platform enabling people and businesses to communicate through text and images
- 2bn monthly active users
- 1.57bn daily mobile users

(Statista, 2018; Social Report, 2018)

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Limitations</th>
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</thead>
<tbody>
<tr>
<td>The most popular social media platform with largest user following</td>
<td>Takes time and resources to manage and keep updated</td>
</tr>
<tr>
<td>Targeted advertising (specific demographic, location, interests)</td>
<td>Advertising costs – Pay per thousand views, or pay-per-click</td>
</tr>
<tr>
<td>Create a community of followers</td>
<td>Negative customer feedback can be viewed publically</td>
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Twitter

- Social platform enabling people to communicate through text and images
- 100 million daily active users
- 80% of users on mobile devices

(Statista, 2018; Omnicore, 2018)

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<th>Benefits</th>
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<tr>
<td>Quick to create a good tweet</td>
<td>Difficult to target specific audience</td>
</tr>
<tr>
<td>Use Hashtags to show you are part of a discussion or event</td>
<td>Restricted by 280 characters of text</td>
</tr>
<tr>
<td>Automate your account – create tweets then schedule when they are posted</td>
<td>Takes time to maintain a presence on Twitter</td>
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Instagram

- Online social platform for photo and short video sharing
- A picture tells a thousand words, tell your story through images
- 800 million monthly active users
- 500 million daily active users
- 85% of consumers cite colour as the primary reason they buy a particular product, 93% look at visual appearance (Shopify, 2018)

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<td>Fastest growing platform</td>
<td>Demographically challenging – less uptake among older customers</td>
</tr>
<tr>
<td>Gives a visual reference for your products, easy to share brand message and values</td>
<td>Limited opportunity to add information on posts</td>
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Risk Management

• Online Etiquette
  – Don’t post “personal” views from your business account
  – Negative content displayed online can seriously damage your brand and severely impact on sales

• Who has access to your online account?
  – Limit access, ideally you + 1 other
  – Too many inputs can lead to inconsistency, conflicting views, and appear unprofessional

• What to do when things go wrong
  – Respond to the issue if necessary, follow-up, listen intently
  – Show empathy, be willing to correct whatever wrong had been done
  – Examine the impact, your response, regain composure, move forward

• Risk Management guidance and templates available online
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To find out more, contact us now:
t  01224 711044
w  info@connectlocal.scot
www.connectlocal.scot

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