Online Marketing
The New Normal – What Charities can Learn & Do
What are you aiming to get from today?
Push to Digital - Subscriptions

*All stats from BigCommerce*
Amazon annual net sales in the United Kingdom (UK) from 2010 to 2020 (in million U.S. dollars)

What sites are right for your sector?

*All stats from Statista*
Pro’s & Con’s of 3rd Party Sites

The Pro’s

- Immediate customers
- Perfected systems set up
- Little set up
- Introduced to new customers – need to steal these!!

The Risks

- The system/charges can change anytime – commission/costs only go up!
- Little direct relationship with customers
- Shown side competition
The Funnel is Digital Today

The funnel is divided into three stages:

**Attract**
- Viral content
- Infographics
- Entertaining campaigns
- Blog posts
- White papers
- Webinars
- Educational content
- Case studies
- E-books

**Convert**
- Checklist
- Interactive tools
- Videos
- Comprehensive guides
- Slideshares
- Interviews/podcasts
- Industry reports
- Video demos
- Calculators

**Nurture**
- Email marketing
- Social ads
- E-newsletter
- Retargeting initiatives

*https://www.frac.tl/*
92% of car buyers research online before they buy. They research price range.

outdoor vehicles under 30k
Reviewing Your Website: What Makes a Good Website?

- Robust safety and security
- Informative, valuable content
- Clear calls to action
- Search engine optimisation
- Eye-catching design
- Easy-to-use functions
- Mobile friendly
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Does your website meet all these requirements?
Search Engine Optimisation (SEO), is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

But how does it work?
How fast does your website load?
Find out with GTmetrix
See how your site performs, reveal why it's slow and discover optimization opportunities.

Enter URL to Analyze... Test your site

Analysis Options: Testing in Vancouver, Canada using Chrome (Desktop) with an Unthrottled Connection. Log in to change options
Reviewing Your Website: Search Engine Optimisation

The BEST page on the internet for a “keyword”
Reviewing Your Website: Search Engine Optimisation

WHAT SEO SUCCESS LOOKS LIKE

- INCREASED RANKINGS = MORE ORGANIC TRAFFIC
- INCREASED ORGANIC TRAFFIC = MORE CALLS/WEB FORMS
- INCREASED CALLS/WEB FORMS = INCREASED SALES
- INCREASED SALES = INCREASED REVENUE
The Do’s of eCommerce SEO

- Implement a keyword strategy
- Optimise product titles and meta descriptions
- Always write unique, strategic product and meta descriptions
- Share real testimonials and customer reviews
- Use high quality imagery and video
- Minimise your page load time
- Regularly audit your website for technical issues

The Don’ts of eCommerce SEO

- Don’t use product descriptions from manufacturer/supplier websites
- Don’t use all your keywords on one page
- Don’t forget calls to action and internal linking
- Don’t always target highly competitive keywords
- Don’t just focus on desktop - mobile is critical!
Reviewing Your Website: Design

Web Design Fundamentals

- Simplicity
- Scanability
- Navigation
- Attractiveness
- Speed
- Consistency
- Compatibility
Reviewing Your Website: A Good Web Design Example

Eye-catching imagery

Further.Space website
Reviewing Your Website: A Good Web Design Example

Our Luxury Glamping Pods

The views may change, but the one consistent element of all our glamping sites is the Pod.

Here at FURTHER SPACE we’re proud of our pods. They have been designed in house at our manufacturing facility in Country Down, Ireland.

You will not find our pod anywhere else.

Each glamping pod is cozy, fully furnished with a shower room. They give you all the comforts of home, but in spectacular locations across Ireland and Scotland.

They’re aluminum domed (durable), closely spacious and finished with a natural birch interior. Our pods are designed and engineered so the interiors of spaces with heating, lighting and air well maintained.

Each is individually decorated by our house, reflecting the surroundings, but all feature an expansive glazed entrance, coffee desk, rain forest, storage space, shower room, and somewhere to sit and relax.

 Pods are for up to 4 people with a comfy double bed and hotel-quality bedding included, plus recharged firepits tucked away, ideal for togethers or groups.

Our new kitchenette, fully stocked with cups, glasses and cutlery have everything you need for a short break away.

Some videos and more detail is below, or you can just head over to our LOCATIONS page to book your pod stay!

Consistent colour scheme

Clear call to actions

HOW TO BOOK A POD

To check our daily rates, availability and packages on offer simply follow these steps.

<table>
<thead>
<tr>
<th>01.</th>
<th>02.</th>
<th>03.</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROWSE OUR LOCATIONS</td>
<td>CHOOSE A POD SITE</td>
<td>HIT BOOK NOW AND FOLLOW THE LINK</td>
</tr>
</tbody>
</table>

Good balance of information and imagery
Analytic Tools for Auditing Your Site

Google Analytics is a free website analytics service that gives you insights into how users find and use your website.

Google Search Console is a free suite of tools, data and diagnostics to help you have a healthy, Google-friendly site. It is also the only place to get SEO information about your website directly from Google.

Semrush is a powerful platform that allows you to analyze the health of your website. It provides details and data on where exactly your site is struggling, plus tips for fixing these to boost your website’s SEO performance.
Any questions?
What is an eCommerce lead?

An eCommerce lead is anyone who has **shown interest** in your brand’s online presence and/or products. They are an individual who is enticed to explore your website and what you have to offer. Capturing a lead is a way of a prospective customer committing to you, enabling you to communicate with them and nurture them through the sales journey.

For example, eCommerce website leads might:

- Sign up for your **email list**
- **Grab an offer** that’s targeted to potential leads (brochure)
- Sign up for free sample or view a demo/show case of your products
The eCommerce Sales Funnel

1. Visits Store
   Visitor lands your website. Using a tracking pixel, you can begin re-marketing ads.

2. Views Product
   Visitor has shown interest in a product. Pop up live chat window to answer any questions.

3. Starts Checkout
   If you’ve captured an email address, send visitor reminders/coupons to complete purchase.

4. Offer Upsells
   Before finalizing the purchase, show other/related products they might be interested in.

5. Complete Purchase
   With a purchase made, continue sending marketing emails and/or coupons to encourage repeat purchases.
Ways to Generate Leads and Sales

1. Set up an email list

**Email marketing** is one of the most effective ways to communicate with and nurture leads.

Email marketing statistics show that people still read email, and enjoy getting emails from the businesses they connect with. Emailing prospects a few times a week can be a great way to keep leads coming in.

*Mailchimp* is a good email provider to start with, as it is free for up to 2,000 subscribers and 12,000 emails a month.
Ways to Generate Leads and Sales

2. Create a lead magnet

A lead magnet is a valuable freebie that you give your customers in exchange for an email address.

The best lead magnets are simple and easy to understand and solve a problem for the reader. You can offer them anything from a sample to a free consultation.
Ways to Generate Leads and Sales

3. Offer a discount

71% of people say they’ll decide to buy based on a coupon.

The general baseline is 10% when signing up to a newsletter. These can be time-sensitive, which can make purchases all the more tempting.
Ways to Generate Leads and Sales

4. Optimise for SEO

If you optimise your web content and pages, more people will visit your site.

Find the right search terms. Optimise your site with keywords. Make your content shareable. Build inbound links and brand mentions to increase the authority of your site. See what your competition is not doing – and do this!
Ways to Generate Leads and Sales

5. Use chat bots

Using chat bots can help users connect with your business on a more personal level, plus give you more opportunities to build a relationship and obtain information.

When you use live chat software, you’ll be able to figure out what visitors really want. Then you can tweak your strategy to make it more targeted and reflective of your research.
6. Display ads (Website Right 1st)

Display advertising showcases a product or service through visuals like images and videos on third-party sites.

They can come in the form of **banner**, **image** and **text ads** with the aim of generating leads from an affiliated site that attracts like-minded individuals who are relevant to your target audience.
Google Trends

Related queries
1. new oil tank +650%
2. oil tank cover +140%
3. oil tank watchman +110%

Rising

Sub-region
1. Northern Ireland 100
2. Wales 35
Social Media and eCommerce
Social Media and eCommerce: Creating Website Traffic

Influencer Campaigns

- Gifting (product, service or experience)
- Affiliate discount codes
- Reviews
- Brand ambassadors
The BEST Social Media Strategy?

BECOME THE INFLUENCER FOR YOUR SECTOR – CREATE THE CONTENT
Types of content for generating leads on social media:

- Website Content
- Videos
- Emails
- Images and graphics

"Homemade Evergreen Video"
- Add to YouTube
- Embed in Website Article
- Upload to all Social Media
- Re-share every 3 months

Social Media and eCommerce: Return on Investment
Recap

Website Quality - (GT Metrix)
Targeted Keywords – Qty 50 (Keyword Surfer)
Create the “Best Page on the Web” for your 50 keywords
Consider Video – or extra photos – embed on page to increase time on site
Create an incredible Homepage (long with quality text and keywords)
Focus on great Product/Service pages – for the Saturday night 8pm browser
Use 3rd party sites – there will always be some and they possibly rank well
Get users details – ie email, for ongoing marketing
Any questions?