

Digital Marketing for Business Directors: What You Need to Know

Directors are investing in their digital strategy to improve brand awareness, get more customers and make more money. **Are you?**



Laura presents to IoD members

WHERE TO INVEST

Every business has its own needs, requirements and budgets to consider but the starting point should be 'strategy'. You may need to enlist the help of digital marketing specialists to identify the optimal strategy for you – whether that specialist is in-house or external.

SEARCH ENGINE OPTIMISATION (SEO)

SEO is the process of improving your visibility in the search results. It includes 'on-page optimisation' techniques which focus on improving your content or adding more content to reach your target audience. There are 'off-page optimisation' techniques such as 'link building', a form of online PR which promotes your business around the web. Success online comes from investment in SEO which will improve your rankings (positions) in the search results and ensure your website is 'on message' for your business and relevant to your target audience.

PAID SEARCH ADVERTISING (PPC)

Also known as PPC (pay-per-click) this is an online advertising tool which focuses primarily on advertisements within the search engine results pages. Have you ever noticed the ads at the top of the search results and down the right hand side of search engines like Google? That's PPC. The benefit of PPC is that it enables you to pay to appear at the top of the search results – ideal for promoting new products and pages which have yet to move up the rankings through SEO, or promoting special offers.

SOCIAL MEDIA MARKETING

This is the use of social media channels, including Facebook, Twitter, LinkedIn etc. You need to understand why you're using it, and what you hope to achieve. Social media return is measurable and a good social media agency/professional will report on the return in relation to your business goals.

MOBILE MARKETING

More and more internet users are using mobile devices, including phones and tablets, to access websites. Use tools like Google Analytics to review the mobile use of your website, and be sure to include mobile in your strategy.

DIGITAL LEADERSHIP

Directors should take responsibility for digital leaders. Digital marketing is no longer the realm of the marketing team alone, and everyone across a business should be aware of how they can use the web to promote the business and help it achieve its goals. We need to stay up to date on digital marketing techniques and how they can improve our businesses. Take a look at blogs like Hallam Internet's at:

www.hallaminternet.com/blog or call Laura Hampton on **0115 895 5381**.

hallam

THE WORLD SAYS 'CIAO' TO MILAN

Fashion capital of the world, home to Leonardo's fresco of the Last Supper, industrial powerhouse and yet hugely historic, Milan has many faces. And next year a new one, as the city plays host to Expo 2015.

Since its inception in 1851 in London, each 'Universal Exposition' has showcased the very best that the world has to offer. This year's theme, Feeding the Planet, Energy for Life, aims to highlight one of the most pressing challenges of our time - how to feed and sustain an unexpected rise in the world's population to 9 billion by 2050.

Organisers predict 20 million visitors will attend (at the time of writing I have seen a tweet announcing 8 million tickets already sold of which at least 1 million in China). A staggering 147 countries will be exhibiting. UK Trade & Investment is leading work across 8 government departments on a world class presence at the Expo. UK companies are invited to have a stand in the ambitious and beautiful UK pavilion, the Hive, which appropriately brings together two strengths for which we are noted worldwide: creativity and engineering. Designed by Nottingham's Wolfgang Buttress the pavilion aims to demonstrate the role of the bee in the

ecosystem. Visitors will walk through a fruit orchard and enter a natural wildflower meadow. As they near the centre of the meadow a golden orb made of fine steel lattice, based on the design of a honeycomb, will come into view. An international events programme and 'Grown in Britain' campaign will use the global platform of Milan Expo 2015 to showcase UK capabilities across the world and show leadership in international development.

As opportunities go, this may well be one that you and your company shouldn't miss out on. For further information including how to get involved, please contact:

milanexpo2015@ukti.gsi.gov.uk