

DIGITAL MARKETING STRATEGIES 2018

KORAY ODABASI

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DIGITAL MARKETING STRATEGIES 2018

UP TO 10X CONVERSION WITH THE SAME BUDGET!

DISCOVER “**DIVIDE & CONQUER**” METHOD

TABLE OF CONTENTS

1. "DIVIDE AND CONQUER" MENTALITY	17
• It Is 2018 and Achieving Conversion Is Still the Biggest Problem	19
• You Must Give the Right Message, to the Right Person, at the Right Time	22
• Change Your Mindset!	23
• "Divide and Conquer" Method	25
○ Maximizes the SEO Success	
○ Increases the Conversion in Digital Ads	
○ Ensures Concrete Results from Social Media	
○ Increases Email Newsletter Conversion	
• Identify the Products and Services to Work On	30
• DIVIDE	34
○ Demographic Segmentation: Who Is Your Target Audience?	
○ Psychographic Segmentation: What Kind of Personality Does Your Target Audience Have?	
○ Geographical Segmentation: Where Will You Reach Your Target Audience?	
○ Behavioral Segmentation: What Motivates Your Target Audience to Buy?	
• CONQUER	40
○ Create Specific Landing Pages for Each Target Segment	
○ Be Simple. Be Direct. Be Clear.	
○ Use Powerful Headlines	

- Divide the Content, Give Links to Other Pages If Necessary
- Focus on Visitors, Not on Yourself
- Increase Usability
- Use Effective Visuals
- Act with the Conversion Perspective

THINGS YOU NEED TO DO

2. SEO: HOW TO RANK HIGH IN GOOGLE SEARCH RESULTS? 51

- Everyone Wants to Appear on Top of Google Search Results 53
- As Everyone Tries to Persuade Google, Google Trusts Websites Less Day by Day 54
- What to Expect from an SEO Project? 56
- How Long Does It Take to Achieve Result? 56
- 5 Steps of SEO Project: Which Steps Are More Important? 57
- Increase the Efficiency of your SEO Project with Divide and Conquer Approach 60

WHAT SHOULD YOU DO TO APPEAR ON TOP OF GOOGLE SEARCH RESULTS?

- Research, Strategy & Keyword Selection 62
 - Analyze Current State
 - Determine the Best Strategy for Your Website
 - Think Page-Based, Not Site-Based
 - How to Choose the Right Keywords?
- On-Site SEO 1: Classic SEO 72
 - How Does the Domain Name Affect SEO Results?
 - What Changes Should You Make on Your Website?
 - How Should You Edit Page Title?

- How Should You Edit Meta Desc?
- What Should Be the URL of Your Webpages?
- What Should Be Your Content Strategy?
- Why Should You Pay Attention to Visuals?
- How Should You Organize Internal Links?
- How Should You Manage External Links?
- How Should You Manage 404 Not Found Pages?
- On-Site SEO 2: Infrastructure and Usability 83
 - Mobile Friendly Structure Is Indispensable
 - How Important Is the Site Speed?
 - Quality of Software
 - Smooth Navigation
 - Activities of Users
 - Other Issues
- Building Links to Your Website & Popularity on the Web 87
 - Follow – Nofollow Links and Domain Name with No Links
 - What Determines the Link Importance?
 - The Quality of the Link
 - Popularity on the Web
 - How Can You Provide Links to Your Website and Increase Your Website’s Popularity?
- Special Features That Affect Search Results 97
 - Personalized Search Results
 - Searches Showing Different Formats
- How Do Algorithm Updates & Google Controls Affect Your Site? 98
 - PANDA: How Can You Prevent Your Site from Receiving a Penalty?

- PENGUIN: How Can You Prevent Your Site from Receiving a Penalty?
- Other Updates
- How Can You Improve Your Performance on Google Search Results Page? 102
 - Edit Page Title Effectively
 - Use Meta Desc to Motivate
 - Enable URL Rewrite
 - Use Rich Snippets
 - Prevent Users from Bouncing
- SEO Project Success Flow Chart 107

SEO CHECKLIST

THINGS YOU NEED TO DO

3. HOW CAN YOU ACHIEVE THE HIGHEST CONVERSION WITH DIGITAL ADS? 111

- It Is Your Money. If You Want to Throw Good Money after Bad, It Is Your Choice! 113
- Maximize the Conversion of Your Digital Ad Campaigns Using Divide and Conquer Method 116

SUCCESS IN DIGITAL AD PLATFORMS

- What Are the Most Effective Strategies in AdWords (Google Ads)? 119
 - How to Select the Location?
 - How to Determine the Demographic Targeting?
 - What Should You Pay Attention to in Mobile Ads?
 - What Should You Pay Attention to in Language Selection?
 - What Should Be the Timing of Ads?
- AdWords Text Ads Strategies 122
 - Where to Publish Your Ad?

- How Should You Set Target Audience Pricing?
- How Can You Benefit from Auction Information?
- Keyword Strategies: How Can You Achieve the Highest Conversion?
- How Can You Prepare an Effective Negative Keywords List?
- What Determines the Quality Score? How Can You Get the Highest Quality Score? (Pay Less, Rank Higher)
- How Can You Track the Keyword Performance?
- How Should You Determine the Budget and Click Bid?
- How Can You Use the Ad Extensions Effectively?
- How Can You Achieve Success with Branding Ads?
- How Can You Achieve Success with Product and Service Ads?
- How Can You Use Dynamic Text Ads Effectively?
- AdWords Display Ads Strategies 137
 - How Can You Achieve the Highest Conversion with Re-marketing Ads?
 - When Do Dynamic Remarketing Ads Provide the Best Result?
 - What Should You Pay Attention to in Site-Targeted Ads?
- Success Strategies in Other AdWords Ads 142
 - Shopping (Merchant) Ads
 - GSP / Gmail Ads
 - YouTube Ads
- What Are the Most Effective Strategies in Facebook Ads? 145
 - How to Select the Location?

- What Should You Pay Attention to in Language Selection?
- How to Determine the Demographic Targeting?
- How to Benefit from the Interest-Based Targeting?
- Other Options for Identifying the Target Audience
- Which Ad Slots Provide the Best Result?
- Should You Select the Devices?
- What Should Be the Bidding Strategy?
- Increase Efficiency with Relevance Score
- How to Achieve the Highest Conversion with Site-Targeting Ads? 150
- How to Use Post Ads Effectively? 152
- Success Strategies in Other Facebook Ad Models 153
 - Fan Acquisition Ads
 - Re-targeting Ads
 - Lead Ads

DIGITAL ADS CHECKLIST

THINGS YOU NEED TO DO

4. HOW CAN YOU ACHIEVE SUCCESS IN SOCIAL MEDIA? 159

- Achieving High ROI from Social Media 161
 - Social Media Is Still Charming
 - Brands Are in a Dilemma
 - How Can You Produce High ROI?

SOCIAL PLATFORMS

- Facebook Success Strategies 164
 - Promote Your Brand Page on Facebook but Keep This in Mind: Your Posts Do Not Reach Everybody

- If Your Posts Are Not Reaching Them, Should You Still Increase the Fan Base of Your Facebook Page?
- Strategies to Increase the Fan Base
- How Can You Appear on Top in the Renewed News Feed Algorithm in 2018?
- Reach the Right People through Post Targeting
- Touch the People’s Lives, Match Their Perspective
- How Many Posts Should You Publish? When Should You Publish These Posts?
- How Can You Achieve High Conversion?

- Instagram Success Strategies 172
 - How Can You Increase Your Fan Base?
 - How Can You Benefit From News Feed Algorithm?
 - Which Tags Are More Effective?
 - How to Choose Effective Visuals?
 - How to Create an Effective Post Structure?
 - How Can You Achieve Success with Stories?
 - When to Publish the Post?
 - Generate Results with Instashop

- Twitter Success Strategies 178
- YouTube Success Strategies 179
- LinkedIn Success Strategies 181

SOCIAL MEDIA CHECKLIST

THINGS YOU NEED TO DO

5. HOW CAN YOU MAXIMIZE YOUR EMAIL NEWSLETTER SUCCESS? 187

- Email Newsletters Are Not About Only Sending Emails. 189
- Boost Email Newsletter Performance with Divide and Conquer Mentality 190

SUCCESS STRATEGIES

- What Is the Best Time to Send Email Newsletters? 192
- How Often Should You Send Email Newsletters? 192
- How to Edit the Subject Line? 193
- What Is the Most Effective Content Strategy and Visual Structure? 194
- How to Maximize Conversion? 195
- Email Newsletter Performance Analysis 196

EMAIL NEWSLETTER CHECKLIST

THINGS YOU NEED TO DO

6. TRANSITION TO APPLICATION 201

INTRODUCTION

Hi.

If you are looking for a digital marketing book that describes useful, tested and effective strategies in an easy to understand way, you are in the right place.

As a professional who has been working in the field of digital marketing for almost 20 years, I know which strategies will be effective and will yield concrete business results.

In this book, I will tell these in a clear, explicit and result-oriented way.

To help you get results, I will provide 30-item checklists at the end of each chapter. Using them, you will be able to review the topics I have covered in each chapter.

I will also include a special section at the end of each chapter, focusing on the things you need to do to implement this knowledge in your campaigns after reading this book. This will eliminate the gap between reading the book and taking action, as is the case in many other books.

Many brands have already implemented "Divide and Conquer" method and significantly improved their digital marketing conversion.

I am sure that this method will be useful to you as well.

Are you ready?

Let's begin.

CHAPTER 1

DIVIDE AND CONQUER MENTALITY

If you treat each person differently than they really are, they will naturally not be interested in your marketing message.

It Is 2018 and Achieving Conversion Is Still the Biggest Problem!

It has been almost 20 years.

Countless articles, presentations, books, and videos have been trying to explain how to achieve digital marketing ROI since the very first day, but the topic still remains as one of the biggest problems even in 2018.

Brands spend significant budgets to bring more people to their websites but in most of the cases, the commercial results do not reach satisfactory levels.

Could it be because they don't give priority to "right" traffic rather than "more" traffic?

Many marketers agree that every person is unique and they will give the best response to the marketing messages that overlap with their perspective the most.

However, when it comes to practice, this mentality is ignored. Almost all of the digital marketing campaigns are designed to convey a small number of messages to a large number of people.

If you treat each person differently than they really are, they will naturally not be interested in your marketing message.

The number of global internet users exceeded 3.8 billion in 2017, indicating that people from all walks of life are on this platform. They are from different geographical regions, they have different demographic structures, interests, and values.

You cannot treat everyone the same.

Did you know that in a survey that was conducted in September 2017 on mobile phone face recognition software, 39% of the participants expressed negative opinions while positive opinions remained only at 34%?¹ (26% stated that they had no idea).

Now, is it rational to give the same marketing message to all of these segments?



If you want to influence and motivate people, you need to approach each person in a way that matches his/her perspective.

To achieve this, you should divide your target audience into smaller segments and deliver the most relevant marketing messages to each segment.

In this way, you can address their needs perfectly and stand out amongst thousands of other marketing messages to be the first preference of these people.

¹ <https://www.emarketer.com/Article/How-Do-Consumers-Really-Feel-About-Facial-Recognition/1016556>

Here's the opportunity! Other companies do not act accordingly. If you act now, you can benefit from it.

Many companies nod in approval when they are told about the benefits of target audience segmentation and communicating with each segment through differentiated messages.

However, when it comes to practice, they hesitate to take action, saying things like “let us think about it” or “let us talk about this with our agency”.

Rather than thinking about the efficiency of the relevant message to each segment, company executives generally think like “let the large group of people see us now, maybe they will buy our products in the future”.

If you can group people with similar characteristics into segments, you can differentiate your marketing message and bring tailored solutions to each segment.

This will enable you to yield effective results.

This is confirmed with the Facebook data scandal in 2018.

The news in the media focused on data sharing and privacy concerns. But when we approach the issue from a different perspective, it is also seen that profiling the target audience (within the legal framework) and delivering each segment tailored messages has the power to change people's opinions.

It is good for you that others don't do it.

“We do not have enough employees, we have a huge workload, our agency is doing something but we do not know exactly what they are doing.”. These are some of the answers they provide.

If you act now, you can seize the opportunity!

You Must Give the Right Message, to the Right Person, at the Right Time

As of 2017, 1.3 billion websites are competing for visitors.

Brands think their products or services are great and they will be sold immediately if they can reach their audience only once.

In contrast, the people they are trying to reach, seek for ways to block these marketing messages.

In early 2017, the number of ad blocker software users increased to 230 million on desktop computers and to 380 million on mobile devices.² Adblock and Adblock Plus alone had 90 million active users in early 2016.³

A person checks his/her mobile phone an average of 47 times a day. This number increases to 86 times for young people. 9 out of 10 people check their mobile phones within an hour after they wake up in the morning. The share of mobile devices in total website visits exceeds 60%.⁴

How exciting!

In many articles, these and similar figures are used to describe the attractiveness of mobile advertising.

So why is the use of mobile Adblock increasing fast?

This is because brands are communicating a single marketing message with millions of consumers having different characteristics. They do not differentiate their messages when communicating with different segments.

Do you know what is worse?

² <https://www.nytimes.com/2017/01/31/technology/ad-blocking-internet.html>
<https://pagefair.com/downloads/2017/01/PageFair-2017-Adblock-Report.pdf>

³ <https://venturebeat.com/2016/01/22/10-years-in-adblock-plus-passes-500-million-downloads/>

⁴ <https://www.emarketer.com/Article/Obsessed-Much-Mobile-Addiction-Real/1016759>

More than half of mobile ad clicks are accidental.

A survey found that 59% to 73% of consumers say they rarely or never mean to click on ads on their phones. The rate of the people who often click on a mobile ad intentionally remains only at 4% to 10%.⁵

Change Your Mindset!

According to a report published on the American Marketing Association (AMA) website, an average consumer sees 10,000 marketing messages (including product labels) per day.⁶

A study conducted by Microsoft stated that consumers are exposed to 600 messages per day.⁷

600 or 10,000, how many of these do you remember?

In another study conducted by Microsoft with 2,000 participants, it is determined that the attention span of the users declined to only 8 seconds.⁸

The number of marketing messages people receive has increased so much that people are not reading anymore. They are glancing over until they see something that they are really interested in.

For this reason, the marketing message you give must exactly match the perspective of the recipient to gain his/her attention.

⁵ <https://www.emarketer.com/content/b23d8933-4f9b-4850-a9cd-71d3005c6f23>

⁶ <https://www.ama.org/partners/content/Pages/why-customers-attention-scarcest-resources-2017.aspx>

⁷ <http://www.bandt.com.au/marketing/consumers-exposed-600-messages-day-getting-search-right-rules-marketers>

⁸ <http://time.com/3858309/attention-spans-goldfish/>

In a standard digital marketing campaign, this overlap remains at a very low level.

Approaches such as addressing all the target audiences with the same page on your website, giving the same marketing message to a large group of people with digital ads, sending the same email newsletter to all of your subscribers reduce the success rate.

This might be the case for others.

The "Divide and Conquer" method will change this for you and will increase your conversion rate significantly.

“Divide and Conquer” Method

Consumers see thousands of marketing messages every day. They have only a few seconds of attention spans. They do not pay attention to every message, they are usually glancing over.

You have to stand out amongst other messages and get the attention of these people to be noticed in such an environment. You cannot achieve this by giving a single message to everyone.

You should divide your target audience into segments and give each segment tailored messages to achieve the best conversion.

Many companies and agencies target very large audiences in their digital marketing campaigns without considering whether these people have the potential to become customers.

Digital campaign managers usually brag about their performance saying things like "We have reached ... million people with our campaign."

Ok, but does it provide ROI?

The primary purpose of digital marketing campaigns should be to bring the "right" people to websites rather than "more" people.

If you do not segment your audience and target the right people, no matter how much traffic you create, your conversion will be low.

Wrong people will not generate conversion.

Divide and Conquer method focuses on bringing the right people to websites and increases the conversion of digital marketing campaigns significantly.

Divide and Conquer Method, Maximizes the SEO Success

If you can identify your target audiences, you can present the most relevant content to each segment by creating different pages on your website.

This will help you to gain their attention.

Let's take women's clothing e-commerce stores as an example. In almost all of these stores, you see product category names such as dresses, blouses, etc. They present different types of dresses in a single category and try to rank high for the “dress” keyword.

Divide and Conquer method offers you to divide this category into sub-categories like party dresses, prom dresses, casual dresses, career style, etc.

With each of these pages, you can present each segment exactly what they are looking for and gain an advantage in your SEO project.

You can even sort the products by price and create a page with a different URL. You may target people who are looking for -for example- “cheap prom dresses” with this page.

When you put all your dresses under a single category, you cannot match relevant products with the visitors.

Because of this, even if you rank high on Google with a keyword like “party dress”, people who click this result and visit your website will see different models of dresses and will probably leave your website in seconds. They will return to the Google search results and click on another result. This will significantly deteriorate your SEO position.

When your page content overlaps with the perspective of your visitors and you present them exactly what they are looking for, you will observe a sharp decline in your bounce rate.

If you make your visitors happy, you will be making Google happy as well, and you will observe significant improvement in the SEO performance of your website.

Increases the Conversion in Digital Ads

When you break down your target audience into segments, you can differentiate your marketing message.

This will enable you to bring tailored solutions to each segment and motivate them with focused messages. The result will be a huge increase in the digital ad conversion.

Let's continue to talk about the women's clothing site discussed above.

Digital ad platforms provide detailed targeting options.

For example, you may target 25 - 40 years old women, working in Manhattan, during working hours, who have an interest in fashion and who are fans of competitor brands.

You may focus on career style in your marketing message and direct these people to your specific landing page on your website (presenting relevant products and content such as “tips to look stylish at the office”).

You will achieve significantly more conversion with this approach, compared to publishing ads on Google search with a generic keyword like “office wear” and directing everyone to the same page on your website where there are all kinds of dresses.

Ensures Concrete Results from Social Media

After breaking down your target audience, you can publish tailored posts for each segment. This will enable you to gain the attention of each segment.

As is the case in digital ads, you can also target those women when posting on Facebook.

This approach will suit every sector, especially if your fans consist of people having different characteristics.

For example, if you are managing the Facebook page of a food brand, you need to publish different posts targeting single men, single women living in metropolises and women with large families. A post designed for single men will obviously not motivate women with large families.

Giving everyone the messages that overlap with their perspectives and lifestyles will significantly increase your conversion.

Increases Email Newsletter Conversion

Using specific messages for different target segments will increase your email newsletter conversion significantly compared to sending only one newsletter to all of your subscribers.

For companies like a pet store, where there are significant differences in the target audience, there is no way to avoid this. Cat owners will surely not be interested in your special offer in the dog food.

If you are in the fashion business and targeting women, you can offer different models to different age groups, bring special suggestions to VIP members, offer time-limited discounts to people who added products in their basket. You can also differentiate your regular customers from the people who have not bought anything.

Take Action!

Divide and Conquer method increases digital marketing conversion significantly without using an additional budget.

You just need to adjust the mindset and organize your campaigns accordingly.

Even with limited budgets, you can get excellent results.

Brands that implemented this method reported up to 10-fold increase in their conversions compared to their previous results.

You can benefit from this as well.

Ready to start?

Let's take a look at how you can implement this method.