

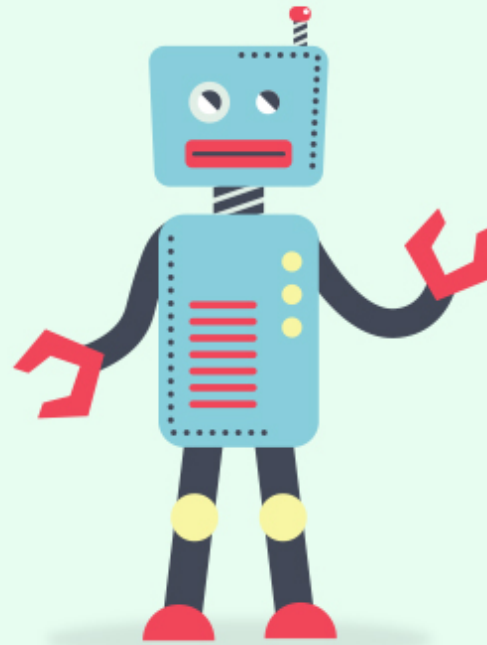


DIGITAL MARKETING

Geni Raitisoja



People



Robot

THE GOAL OF DIGITAL MARKETING IS
TO REACH YOUR CUSTOMERS.

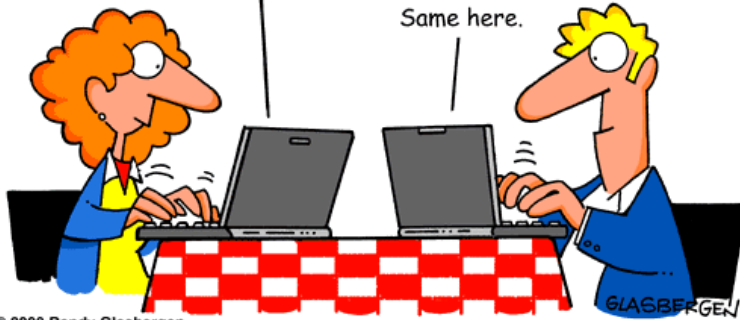


**How can your
customers find you?**



After all our online chats,
it's great to finally
meet you in person.

Same here.



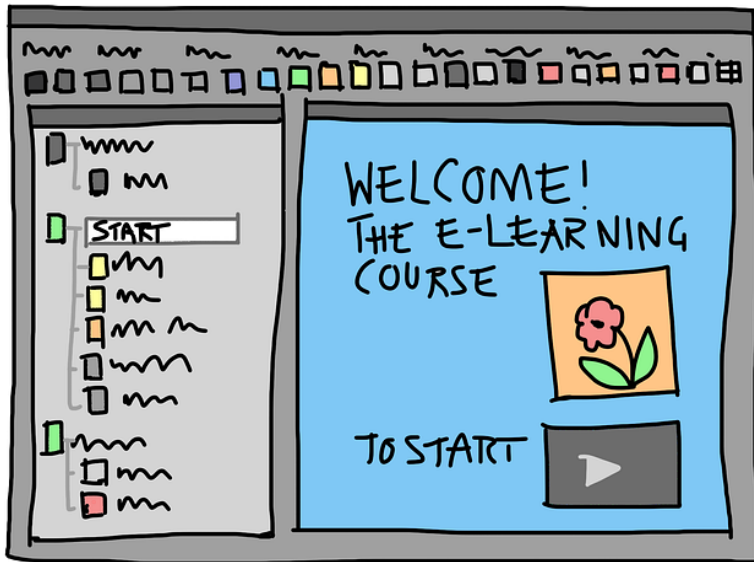
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To socialize



"What do you mean we don't communicate?
I sent you e-mail on Monday."

To communicate



To learn



To shop



SEO: Search engine optimization



The best place to hide a dead body
is page 2 of Google.

Goal: Page 1 of the Search Engine Results Page (SERP)



"OUR TARGET AUDIENCE IS MALES AND FEMALES
AGED ZERO AND UP!"

Everyone is not your customer.

- SETH GODIN



Chad: Busy Professional

- Demographics**
- Age: 35 – 55
 - Will spend \$ on Quality food/drink
 - Daily coffee = important
 - Enjoys Social Media
 - Needs to be up to date
 - No time for lengthy articles

- Goals**
- Wants Quality, upscale coffee
 - Coffee to share a office
 - Must be delivered

- Market Size**
- 335,000 - 369,000

Quote *"I use to like going to coffee shops but now I work so much I just don't have the time. What I want is good coffee right here where I work. I don't have time to go out to get it."*



Sally: Busy Mom

- Demographics**
- Age: 30 – 55
 - Time strapped: career & family
 - Spends very little time on herself
 - Coffee = an indulgence
 - Internet proficient
 - Enjoys & shares on Social Media

- Goals**
- Drinks high quality craft coffee
 - Wants coffee delivered
 - Learn about coffee: share on Social

- Market Size**
- 5.6 Million

Quote *"Oh, I love coffee. I love REALLY good coffee. I just don't have the time anymore to sit at a coffee shop and enjoy it. Life is really busy, but I would still love to have a great cup to enjoy in the morning and weekends."*



Heston: Coffee Guru

- Demographics**
- Age: 20 – 35
 - Enjoys the art of drinking coffee
 - Knowing his coffee is as important
 - Enjoys researching each roast
 - Very active blogger / social media

- Goals**
- Drinks & reviews the BEST coffees
 - Know details about EVERY bean
 - Variety and novelty is important

- Market Size**
- 1,800 → influences ~200,000

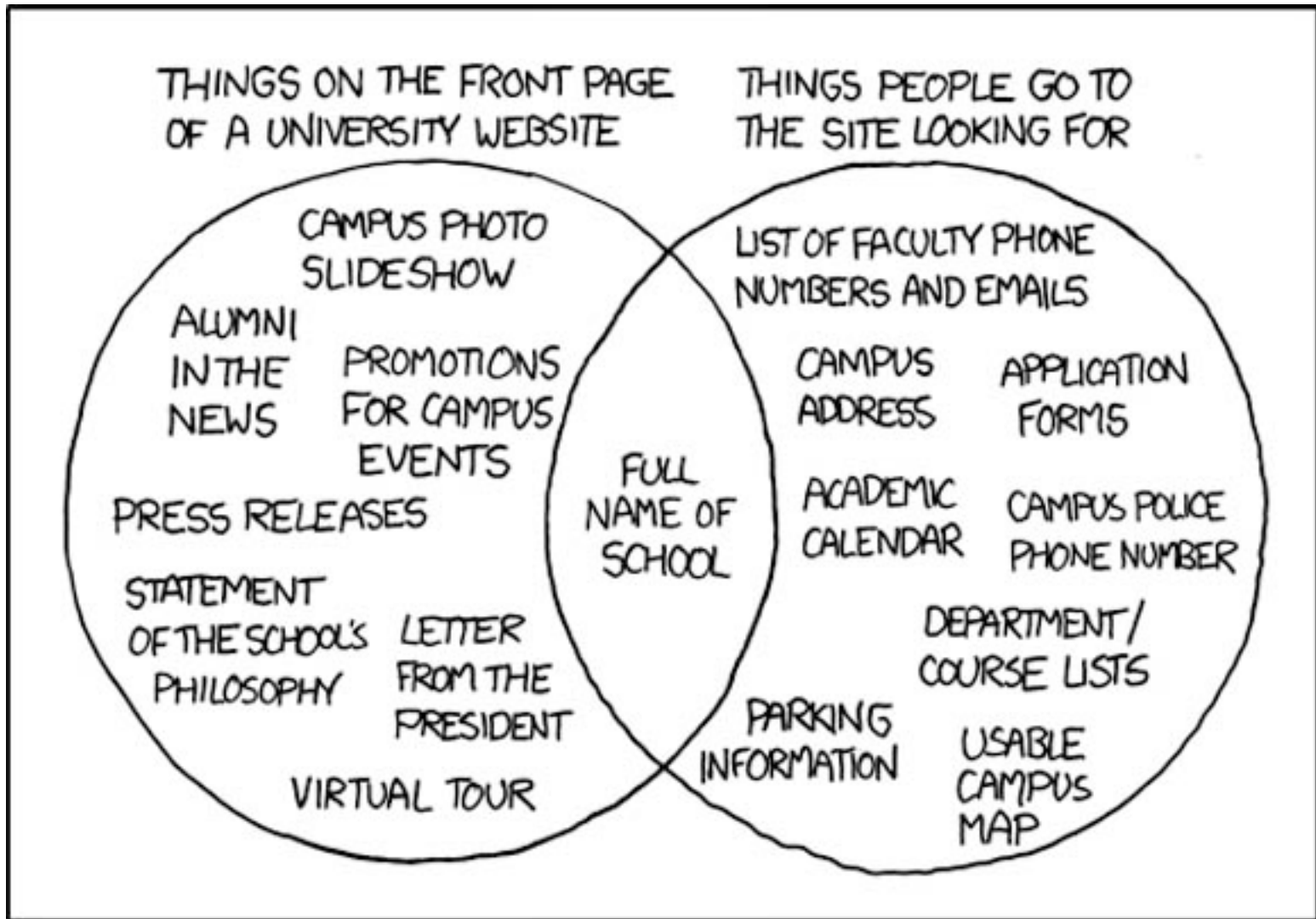
Quote *"I live to drink the best quality coffee I can find. It's a thrill to find a rare blend and roast that is aromatic, tantalizes the tastebuds, and perks the mind and body. I want to know the story behind every cup I drink, too."*

Know yourself, but know your customer better.



**Content strategy? We don't need one of those.
We just PDF everything and upload it to our website.**

How will your customers search for your products?



Content is king, but it is a slave to user needs.



**“I’m advertising my new business on the Web.
For \$25 an hour, I’ll come to your house,
lick your face, listen intently, wag my tail
and be your best friend.”**

Earned vs Paid Channels



Just DON'T.



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POST: People, Objective, Strategy, Technology





Measure, measure, measure!

