OUR DIGITAL MARKETING TOOLKIT

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INTRODUCTION

"Digital marketing is a broad discipline that includes a wide variety of marketing techniques".

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Executing a strategy that combines these techniques into a coherent campaign is challenging and time consuming to get right.

To help create this cohesion, there are a number of tools that can be used by digital marketers to unify their activity and get better outcomes from their campaigns.

That is exactly what we do for our customers.

Accomplishing all of this manually would be impossible—or at least extremely expensive and time-consuming. We identify and rely on the most effective tools available, which produces incredible outcomes for our clients.

We use these tools to create, monitor, and optimise activity across all the different platforms that we use—from websites and social media to email marketing and paid campaigns.

CORE

Much of the digital marketing services that we provide centre around Google. Because of this we take full advantage of a number of tools that let us comprehensively produce quality content, target specific consumers and monitor our campaigns' success.

CBO

Google
Search Console

The tool was created by Google to let organisations and individuals boost their Google Search performance.

The dashboard provides a number of key features and reports that offer a triple-threat in terms of search rankings.

1. It monitors website performance and traffic. It comprehensively analyses everything from site impressions to clicks.

2. It identifies issues that can negatively impact Google Search rankings

3. It pinpoints methods for making the site more adept at addressing the many factors of Google's ranking algorithm. For example it allows users to deliver the freshest view of their site to Google's crawlers.

COMPLEXITY:

While anyone can use Google Search Console, the basics of the tool are straightforward and user-friendly, the richest and most valuable data can only be fully utilised by SEO specialists and knowledgeable marketers.

It also requires a significant time investment for the monitoring and actioning of the insights that Search Console presents.

COST:

Free

Whereas Search Console is dedicated more to the metric of search engine optimisation, Google Analytics is dedicated to website traffic that reaches a site.

We use it to find out where our clients' customers are coming from, what they are doing on the website, and watch for trends and changes in website traffic.

It can help us figure out how well a campaign is doing and areas of the site that should be altered.

COMPLEXITY:

Google Analytics is more complicated than Search Console. Business owners do have the ability to get some quick facts and figures from the tool but to really know how to read the charts and data, it takes experience and a digital marketer's eye.

COST:

Free

We use this tool specifically for ad-creation. It allows us to place top-of-page ads on Google search result pages, as well as their display network. For search results, businesses can pay for text-based ads to come up as results for certain keyword-based queries. For display network ads, companies can have their advertisements placed on a large network of websites across the internet. By using this, we ensure that we reach consumers when they are looking for our clients or our clients' product.

COMPLEXITY:

This is the most complex Google marketing tool. Anyone can put out basic advertisements and it might reach the right consumers, leading to an occasional conversion. However, it is only skilled marketers that know how to identify the right keywords, mold a strong advertisement, and adjust based on the complex results of **CTR**, **CPC** and more.

COST:

Free technology; paid for advertising

AUDITS

While Google's tool provide impressive insight across the Google platform, we dive deeper with some additional tools. These programs allows us to not only look further into our activity on and around Google, but also at the success of the wider array of the platforms and other services that we rely on.

This tool is dedicated to advertising and content strategy development. We use it to keep track of and benefit from our clients competitors advertising efforts, as well as implement and monitor our clients content and advertising performance. It is a full view of both the bigger picture and the minute details of all of our digital marketing efforts.

COMPLEXITY:

This tool is complex but most digital marketers could get the hang of it with a little training. Those outside of digital marketing, though, will struggle to gain its full value (i.e. **SEO**, **PPC**, **SMM** and **content implementation**, **historical data**, **API access** and much more). It is also a tool that requires full-time monitoring and active intervention.

COST:

$99.95/month and up; Enterprises can get a custom solution for a custom price.

We use this tool to pick apart every aspect of our clients' websites. It crawls websites in the same way that search engines do and is able to identify holes that, if filled, will enhance SEO. It can find problems that search engine algorithms either struggle to digest or see as less trustworthy. We are then able to address all of the audit's findings with website adjustments.

COMPLEXITY:

This is a very technical tool that requires deep knowledge of how to optimise websites for SEO. The audit itself is easy to run; it is the results that require more interpretive abilities.

COST:

$196/license/year; each new user requires a new license.

AUTOMATION

Automation allows marketing efforts to be exponentially magnified. Every customer can have their own unique journey through the sales funnel. Each engagement can be crafted in a way that feels personalised to the customer, yet does not force marketing to invest all of their efforts into manual customer interaction. Additionally, automation streamlines and connects all digital marketing campaigns and tools. It can connect every aspect and guide it into a single dashboard to provide a bird's-eye view of customers and a company's marketing efforts.

autopilot

We use this tool to automate the personalised customer journeys that we create for our clients. Essentially the goal is to take each customer by the hand and encourage them to take the next steps through the sales funnel, eventually leading them to make a purchase. This includes everything from capturing leads on all your platforms and automating repetitive tasks that nurture them (i.e. offering educational information, assigning leads, sending personalised messages, etc).

COMPLEXITY:

The level of complexity changes depending on how advanced the customer journeys are. For more personalised and customised customer journeys that offer a variety of contingencies, it will require more knowledge and experience to create.

COST:

The price varies, depending on the level of support and several optional add-ons. However, for service for **1,000 contacts**, businesses will pay **$25/month**.

zapier

One of the more costly and time-consuming aspects of digital marketing over the past few years has been the process of joining together client systems. Zapier does this, automates and streamlines the movement of data into a central location, and then triggers the next step for how to use that data. For example, when a lead fills in a form on the website, it can automatically assign the lead, and then alert the team in Slack.

COMPLEXITY:

As with Autopilot, the more complex and intricate the workflows, the more complicated they are to create larger '**zaps**' will require more knowledge about workflow creation.

COST:

Starts at **$20/month**.

PROJECT MANAGEMENT

Project management has become a facet of nearly every type of business operation. It is key to tracking and monitoring any type of project. In digital marketing, though, project management tools allow us to drill down to the core of what each and every one of our customers need in order to grow their business. We can view progress, take a microscope to individual campaigns, and better plan for future activity.

teamwork (.com)

This is our go-to tool for managing the various projects that we oversee with each and every client. It offers the little details, like project categories and starred projects, that help to keep perfect organization. It allows us to create a task list and assign roles to our team members. It offers milestone reminders and enables us to compose messages in a way that keeps us on track and in sync.

COMPLEXITY:

This tool requires some training to gain full competency, but with a little bit of time and effort, it becomes easy to use.

COST:

For small businesses, it is **free**. However, for more capabilities there can be a **$10 to $20 monthly** subscription fee. For larger agencies, it can run for around **$750/month.**

SUPPORT

Our tools go beyond just pursuing actionable marketing tasks. We also harness the power of support software. This allows us to maintain clear and open lines of communication with our customers. So while we send out regular updates and campaign statuses and analyses to them, we also want them to be able to reach us easily without the risk of their email getting clogged up in an inbox. We want to be able to have their query addressed by the right person and with as much as expediency as possible. Additionally, the right support software enables us to more effectively track our client engagements.

zendesk

This is a customer service portal that allows us to connect with our clients on the channel that they prefer. There is a calling, live chat, or messaging option. It also allows our dedicated support team to quickly be assigned to and address all support tickets. When our clients need a new campaign created or advertisement designed, all it takes is an email.

COMPLEXITY:

Easy to use.

COST:

Starts at **$5/agent/month**, but pricing can go up with the purchase of the full suite and other add-ons.

SUMMARY

We strive, on a continuous basis, to identify the best tools—the ones that allow us to give our clients unparalleled service. And then we become experts in them.

We create processes that are agile and efficient by integrating the tools and creating a streamlined system. In the end, this means our clients benefit the most from these tools, our expertise in them, and the automation that magnifies, quickens, and increases the outcome of our work.

ABOUT CBO

Complete Business Online is a full service digital marketing agency.

We help franchisors improve revenue, attract more customers and grow their franchise network.

If you want to protect your brand's online brand reputation, contact us today to find out how we can help.

CBO

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