



Educational Series

Your Ultimate Guide to Digital Marketing

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Your Ultimate Guide to Digital Marketing – Part-1 “Defining Your Digital Marketing Goals and Objectives”

Written by the: APEX Team <https://apexoutsource.com>

In Part-1: Defining Your Digital Marketing Goals and Objectives

The first step is to define your Digital Marketing goals and objectives. The establishment of goals is essential in order to define what marketing content you will need and then determine what you want to

achieve with that content. The major digital marketing platforms, Facebook, and Google, each have unique characteristics and objectives which orient their advertising campaigns.

Facebook: With Facebook, the emphasis is on brand or company awareness achieved through powerful audience targeting. You can reach people who aren't necessarily searching for your product or service, but they still get exposed to your advertising. This makes Facebook an excellent way to generate awareness and interest in your product or service.

Google: With Google Ads, you bid on terms (keywords) that allow you to target people at a specific stage in the buying process. Google Ads is "Search" based. The advantage is that you capture people who are actively searching for your product or service and are therefore high conversion prospects.

Considering that you will be using one of these platforms to distribute your content, you can make use of those unique characteristics in order to plan the structure, type of production (photo, video, web, or application), the conversion stage of your customer (recognition, consideration, conversion) to then make the proper advertising decision.

Once you are clear about the variables described above, ask yourself the following questions:

- What goal or objective do I want to achieve with this content campaign?
- What is the reason for conducting the campaign?
- What criteria will be used to measure the success of the campaign?
- What will be the end-date of the campaign?

With the answers to the above questions, you should be able to establish the goals or objectives that you want to achieve with your content campaign.

Below we provide you with digital resources for your reference to assist you in defining your digital advertising goals and objectives.

1. [Objectives of Facebook](#) – Reference site
2. [Objectives of Google](#) – Reference site
3. [Trello](#) – Website for team and activity planning.
4. [Bitrix](#) – Website for team and activity planning.
5. [Asana](#) – Team and activity planning website.



Your Ultimate Guide to Digital Marketing – Part-2 “Defining Your Target Audience”

Written by the: **APEX Team** <https://apexoutsource.com>

In Part-1 you learned about defining your Digital Marketing goals and objectives. In Part-2 you will learn about defining your target audience to whom you will direct the content of your marketing efforts. The selection of the medium specific content, dynamics, graphics, images, etc. will depend on this.

You must perform a traditional market segmentation which can be geographic, demographic, etc. Ideally, you must create a customer / client profile or persona.

Factors to consider are:

- a. How old is your target audience?
- b. Where do they live?
- c. Are they male or female?
- d. What is their marital / family status?
- e. What race, religion, orientation are they”
- f. What educational level are they?
- g. What economic (income) level are they?
- h. What special interests or hobbies do they have?

Once you are clear about these variables you can create your ideal customer / client persona so that you know who your target audience is.

We recommend the tool by Hubspot (see link below) so that you can generate your ideal customer / client persona.

Technical Note: To be able to access your target audience, the creation of an advertising account with Facebook and Google (Google Ads) is required.

Below we provide you with digital resources for your reference to assist you in defining your target audience.

DIGITAL RESOURCES

1. [Facebook Audiences](#) – Reference site
2. [Google Audiences](#) – Reference site
3. [Hubspot](#) – Buyer persona building tool
4. [Statista](#) – Site for global and local consumption statistics



Your Ultimate Guide to Digital Marketing – Part-3 “Advertising Content Ideas and Planning”

Written by the: **APEX Team** <https://apexoutsource.com>

In Part-3 we will discuss advertising content ideas and planning. We will explore ideas about what advertising content to generate, and planning the implementation of that content. In general, you need to focus on two significant elements: how relevant your content is to the lives of your target audience and how to orient the content so that it reflects the personality of your brand, whether it be for a product or service.

There is a lot of information and distractive “noise” in the digital world, and for this reason the creation of content must bring significant value to your customers / clients. Your advertising content must provide solutions to their wants and needs and help them meet their objectives.

Now, what format do we need to use? Depending on your advertising objectives and your target audience, you can select from the following formats

Written Formats

- Press releases
- Articles
- Blog posts
- White papers
- Case studies
- eBooks
- Emails
- Surveys
- Courses

Visual and Audio Formats

- Videos
- Audio blogs
- Photos
- Infographics
- Interactive graphics
- Surveys
- Games
- Webinars

You must take into consideration that all of these formats will likely be disseminated through a screen. So, it is essential that your content be compatible with different devices. (laptops, tablets, cell phones, TV)

This will ensure that your content will be present and relevant in all stages of your target customer's purchase decision.

Below we provide you with digital resources for your reference to assist you with advertising content ideas and planning.

DIGITAL RESOURCES

1. [Google Forms](#) – Take online surveys for free
2. [Right Relevance](#) – Discover how your industry advertises itself to the world.
3. [Builwith](#) – Find out how your competition's website works
4. [Competitor Ads on Facebook](#)
5. [SpyFu](#) – Discover the digital marketing strategy of your competition



Your Ultimate Guide to Digital Marketing – Part-4 “Content Creation”

Written by the: APEX Team www.apexoutsource.com

In Part-4 you will learn about content creation.

Of all the activities we have discussed so far, this is the most important, as it leads to the creation of the advertising content itself.

You must take into consideration that content creation requires a great deal of commitment in terms of time and budget. The content must be original, of high quality, and enriching, in order to meet your goals and objectives.

Otherwise, your efforts will be in vain.

Content creation does not have a start and end date. It is a constant work in progress. You must verify the capabilities of your team so that they constantly deliver what your customers want and need. Your content must always align with your product or service brand and the image you are presenting.

One way to make this task easier is to outsource advertising content creation to experts. This will enable you to focus on your core business activities. Companies like: www.apexoutsource.com

Steps in advertising content creation:

1. Start with an idea oriented to a keyword or a solution or product your target audience wants and needs.
2. Research your ideas until you feel you can develop content that will be informative and provide value to your target audience.
3. Create a subject line or title for your content which will spur the interest of your target audience.

4. Write the copy for your content. Use techniques such as telling a story in the introduction, presenting the problem, and providing the solution and benefits.
5. Proof read, make edits and correct errors. Make sure that each element of your content is logical.
6. Post your advertising content onto platforms such as Facebook and Google Ads using the criteria you obtained from your determination of your target audience.

Realize that the major frustration in creating content is that you will run out of ideas and inspiration.

Below, we have provided digital resources for your reference to assist in the creation of your content.

DIGITAL RESOURCES

1. [Canva](#) – Design professionally online with predesigned templates.
2. [Stencil](#) – An online design tool.
3. [Pinterest](#) – The best place to get ideas. Easy to organize and search for ideas in your niche.
4. [Answer the Public](#) – The ultimate place to see what your customers are looking for.
5. [Hubspot](#) – Blog Idea Generator



Your Ultimate Guide to Digital Marketing – Part-5 “Content Distribution”

Written by the: **APEX Team** www.apexoutsourcing.com

In Part-5 you will learn about content distribution.

Even if you have high-quality content, it won't achieve the results you want if you don't reach your target audience.

There is a “sea” of information on the networks and your content can easily be lost. To obtain positive results your content must take advantage of the correct distribution channels.

There are three main categories of distribution channels that you can use: Owned, Paid, or Earned Media. Let's take a closer look at these distribution channels.

1. **Owned Media:** Social media pages such as Facebook, Twitter, YouTube, etc. Publications, websites, blogs, applications, emails, and corporate events.
2. **Paid Media:** Facebook, Google Ads, and other affiliate marketing influencers.
3. **Earned Media:** Word of mouth from your customers, comments, interactions, reviews, documented experiences. Take note that many of these are gained through the use of paid media.

Activity Tips:

1. List all of your owned media and make sure the content you have created is consistent. (Refer to Steps 3 and 4 of this guide).
2. For paid media; first set a budget based on the media platform to be used. Consider it as a part of your budget if you are giving a gift or other incentive as an influencer for your product or service.

Tech Note: Although the option to promote (boost) on Facebook is an easy way to start in paid media, we recommend that you use a campaign through Facebook Ads Manager.

Establish the person(s) responsible for the ad campaign, the schedules, communication channels and standardization of responses to interact with your audience, whether using owned media or paid media.

Interaction as a brand is important to ensure proper promotion of your product or service.

We have provided links to digital resources for your reference.

DIGITAL RESOURCES

1. [Google Ads](#) – Reference site
2. [Facebook Ads Manager](#) – Reference site
3. [Hootsuite](#) – Social Media Manager
4. [Sendible](#) – Manage and amplify multiple brands on social media



Your Ultimate Guide to Digital Marketing – Part-6 “Content Amplification”

Written by the: APEX Team www.apexoutsource.com

In Part-6 we will discuss content amplification. The power of “Word of Mouth”

If you want your content to have more “punch”, you need to use an additional amplification strategy. Your content campaign must reach the eyes of the main influencers that are within your target audience in order for your content to go viral as much as possible.

Reaching market influencers is vital, as these are the figures who have high credibility among your target audience and have a large number of committed followers. They are generally creators in their niches, so by presenting your product or service within their own media, they can present the value that can also be provided to your customers. You must be sure that your product or service is impeccable at this stage, however.

If you manage to generate value with them, a win-win relationship is established and therefore their credibility, as well as yours will result in increased sales and discovery of your brand.

Once you have amplified, pay close attention to the conversations that are generated between these influencers and the other members of your audience. Your participation as a brand is valuable. If the volume of follow-up is too large, select those conversations that aim to define the value of your product / service, help the audience to find your product / service or make sales closings through the appropriate channels.

Tips on selecting an influencer who has the ability to expand your content:

1. Make a list of the influencers that are closest to your ideal audience member or client.
2. Study the influencer’s engagement metrics and other criteria that you consider important.

3. List the number of influence followers, likes, interactions, reach frequency or engagement metrics. (in digital resources you can find different tools to do this)
4. Evaluate from 1 to 5, with 5 being the best value, the following criteria for each influencer: engagement metrics, technical knowledge, nearness to your ideal client / audience, authenticity, and entertaining content.
5. Select the highest value prospects and contact them.

We have provided you with digital resources so you can carry out your own evaluation and attain better selection criteria.

DIGITAL RESOURCES

1. [Socialblade](#) – User statistics for YouTube, Twitch, Instagram, and Twitter
2. [Noxinfluencer](#) – Analysis for YouTube and Instagram channels



Your Ultimate Guide to Digital Marketing – Part-7 “Content Evaluation”

Written by the: APEX Team www.apexoutsource.com

In Part-7 you will learn about content evaluation. “If it is not measured, it cannot be improved”

Content performance evaluation is a very important stage after distribution. It measures the strategic and tactical performance that were listed as goals and objectives.

As mentioned, you must verify the initial goals and objectives that were defined in Step-1 of this guide, through the results of sales, brand or reach. This evaluation must be direct, as it is oriented to your main business.

Here are the main metrics, by category, that apply to your evaluation:

Visibility (Reach and brand awareness):

1. Number of impressions (how many times the content was viewed)
2. Unique views (how many people actually saw the content)
3. Remembrance of the brand (recollection of the brand upon mentioning it)

Recognition (How much the content attracts your audience)

1. Visits to the brand’s media, specifically to the website
2. Web page bounce rate
3. Time on the website

Search (Measures how recognizable content is by search engines)

1. Search engine rankings (position of content in search engines such as Google, Bing or Yahoo)

2. References by search engines (how many company website visits come from the search engines)

Call to Action (whether the content leads the customer to act)

1. Click-through rate (number of clicks a link gets compared to its number of impressions)
2. Call-to-action conversion rates (percentage of audiences that complete certain actions, such as registration, comments, or purchase)

Share (measures how much content has been shared)

1. Share ratio (ratio between the number of times the content was shared and the number of impressions)
2. Participation rate (percentage of people who reacted, shared, clicked on or commented on a post on your page)

The items mentioned previously are the most important for you to start measuring the performance of. However, you can choose others that are more relevant to your objectives or type of product or service.

Evaluation Tips:

1. Record your results using Visibility, Recognition, Search, Action, and Share metrics.
2. Determine which metrics performed better or worse.
3. What would the correct actions be for your metrics to be successful?
4. What would you do differently to improve those metrics that performed poorly?

Congratulate yourself if you met your goals and your metrics were successful. Also congratulate yourself if you missed them, as you learned a lot in the process and now have the opportunity to improve them.

This is a long and sometimes trial-and-error process. The important thing is to keep trying until you see the positive results you desire. When you have them, try new approaches that will make your business grow even more. Consistency is the key.

We have provided you with digital resources to introduce you to more metrics and websites where you can measure your performance.

DIGITAL RESOURCES

1. [Main Indicators of Digital Marketing](#) – Reference Site
2. [Google Analytics](#) – Website Analytics
3. [Console for Google Searches](#) – Check the indexing status of your sites on the internet by the search engine and optimize its visibility.
4. [Template for KPI In Digital Marketing](#) – Paid Template for KPI registration



Your Ultimate Guide to Digital Marketing – Part-8 “Content Improvement”

Written by the: APEX Team www.apexoutsource.com

In Part-8 you will learn about marketing content improvement. The process of continuous improvement.

A great advantage of developing digital marketing content is that it is very measurable and controllable. We can track almost all variables, which gives us valuable information either by the type or format, theme, or the distribution channel that was used.

At this stage, you can conduct experiments. One of the most used techniques is A-B tests, which consist of developing two versions of the same content. The two versions are then launched (for example, using a call-to-action button, in two different colors), we then use the metrics for each variation to evaluate which one performed the best. Or we can target different audiences, which is also a variable that can generate different results.

Marketing content is very dynamic and you must determine whether the methodology and evaluation of it should be maintained or changed.

However, you must allow enough time for an audience to react to the content and thereby generate the metrics for evaluation. It is only then that one can determine what changes should be made.

Content Improvement Questions to Consider:

1. What other type of format, theme, or distribution could you use?
2. Should you perform A-B tests for your content?
3. What changes do you think are necessary to improve your content, based on customer comments?

Once you answer these questions, you can start the content creation process again with this guide. With each creation you will improve your results and gain experience.

We are pleased to provide you with digital resources so you can discover content trends and create an outline for your own A-B tests.

DIGITAL RESOURCES

1. [A-B Testing on Facebook](#) – Reference Site
2. [A-B Testing on Google](#) – Reference Site
3. [Trendhunter](#) – Trend tracking website.
4. [Content Trends in Google](#) – Tracking and comparing trends in Google

We are **APEX Outsource** providing Digital Marketing and Virtual Assistant Services. We are available to assist companies or people who are taking their first steps in the digital world, or for those who need to improve their current Digital Marketing programs.

The solutions we offer are: Website design, content generation, social network page design, improving digital marketing positioning, email marketing, and creation of personalized Digital Marketing strategies. We are here to help you, and to learn more about your products and services. Contact us for a no-cost consultation. You'll be glad you did.

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