

LET'S GET DIGITAL

DIGITAL MARKETING TOOLKIT





IN PARTNERSHIP WITH:





Digital Marketing encompasses various strategies and tactics aimed at promoting products, services, or brands through digital channels.

In the tourism industry, digital marketing is no longer a choice but a necessity. It allows businesses to reach and engage with travellers on a global scale, ensuring their brand remains relevant and competitive in today's digital landscape.



DIGITAL MARKETING STRATEGY.

INTRODUCTION

A digital marketing strategy is a comprehensive plan that outlines how a business or organisation will utilise digital channels, tools, and tactics to achieve its marketing goals and objectives. It involves leveraging various online platforms and techniques to connect with the target audience, build brand awareness, drive customer engagement, and ultimately achieve desired business outcomes.

KEY STEPS



1

Identifying goals: Defining clear and measurable objectives that align with the overall business goals, such as increasing website traffic, generating leads, boosting sales, or improving brand recognition.

2

Audience research: Conducting in-depth research to understand the target audience, their demographics, interests, online behaviours, and preferences.

3

Channel selection: Choosing the most relevant digital marketing channels to reach the target audience effectively. This could include search engines, social media platforms, email marketing, content marketing, influencer partnerships, and more.

4

Content creation: Developing valuable and engaging content that resonates with the target audience and supports the overall marketing objectives. This includes written articles, videos, infographics, social media posts, and other forms of digital content.

5

Implementation and optimisation:

Executing the digital marketing tactics and continuously monitoring and analysing the results to optimise campaigns based on performance data. This involves tracking metrics, making data-driven decisions, and refining the strategy as needed.

6

Measurement and reporting: Regularly assessing the effectiveness of the digital marketing efforts by tracking key performance indicators (KPIs) and generating reports to evaluate the return on investment (ROI) and overall success of the strategy.



AUDIENCE RESEARCH

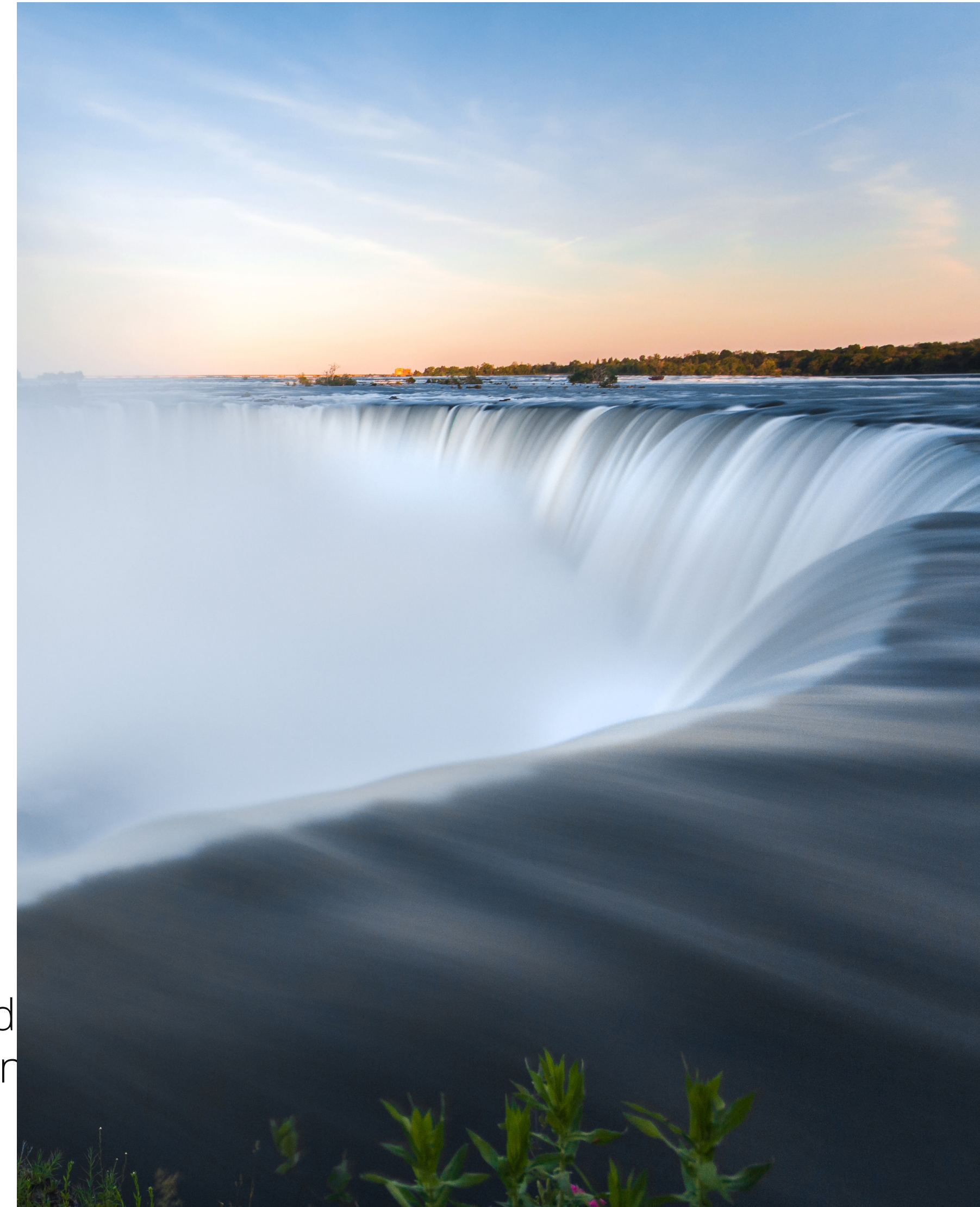
There are many tools you can use to help with audience research. These tools will give you an idea of who you should be targeting with your digital strategy.

- 1: Google Trends
- 2: Google Analytics
- 3: Native analytics tools on the platforms you are on
- 4: Keyword research tools like Ahrefs and Keyword Tool.
- 5: Competitor Analysis tools like SpyFu

MEASUREMENT & REPORTING

Measurement is a key aspect of a digital marketing strategy. For you to be able to measure correctly you need both knowledge of metrics as well as the tools used to collect data and turn them into insights. Most platforms have their own measurement dashboard for a full glossary on the different definition of various metrics you can use this resource:

- 1: LINK: [Glossary of Metrics](#)



WEB STRATEGY.

A giraffe is silhouetted against a warm, orange-hued sunset sky. The giraffe is positioned in the lower-left quadrant, looking towards the right. The background shows a savanna landscape with trees and distant hills. A large, solid orange shape is on the left side of the image, partially overlapping the text.

INTRODUCTION

A web design strategy refers to a plan or approach used to create and optimise a website to achieve specific goals and objectives. It involves considering various aspects such as the target audience, user experience, branding, content, functionality, and overall visual appeal.

KEY CONSIDERATIONS FOR WEB-DEVELOPMENT



1

Web host: When choosing a web host, it's important to consider factors such as reliability, security, customer support, pricing and more. Some great hosts are [Hostinger](#), [GoDaddy](#), [Bluehost](#) and more.

2

Domain name: This is your unique address on the internet. You want to pick a name that is memorable, SEO friendly and short. Also pick a relevant domain extension (.com, .org, .shop etc)

3

Responsive Web Design: Responsive web design is an approach to web design that enables your website to be viewed on different kinds of devices (desktop, mobile, tablet). The website design is flexible for multiple screen sizes.

4

Website Security: Website security refers to the measures taken to protect your website from cyber attacks. Your choice of host as well as the technology you use to build your website will be key to this.

WEBSITE BUILDING PLATFORMS TO LOOK INTO

LINKS:

[WORDPRESS](#)

WordPress is a free and open-source content management system (CMS) that powers over 40% of all websites on the internet.

[SQUARESPACE](#)

Squarespace is a website builder that allows users to create professional-looking Websites without any coding language.

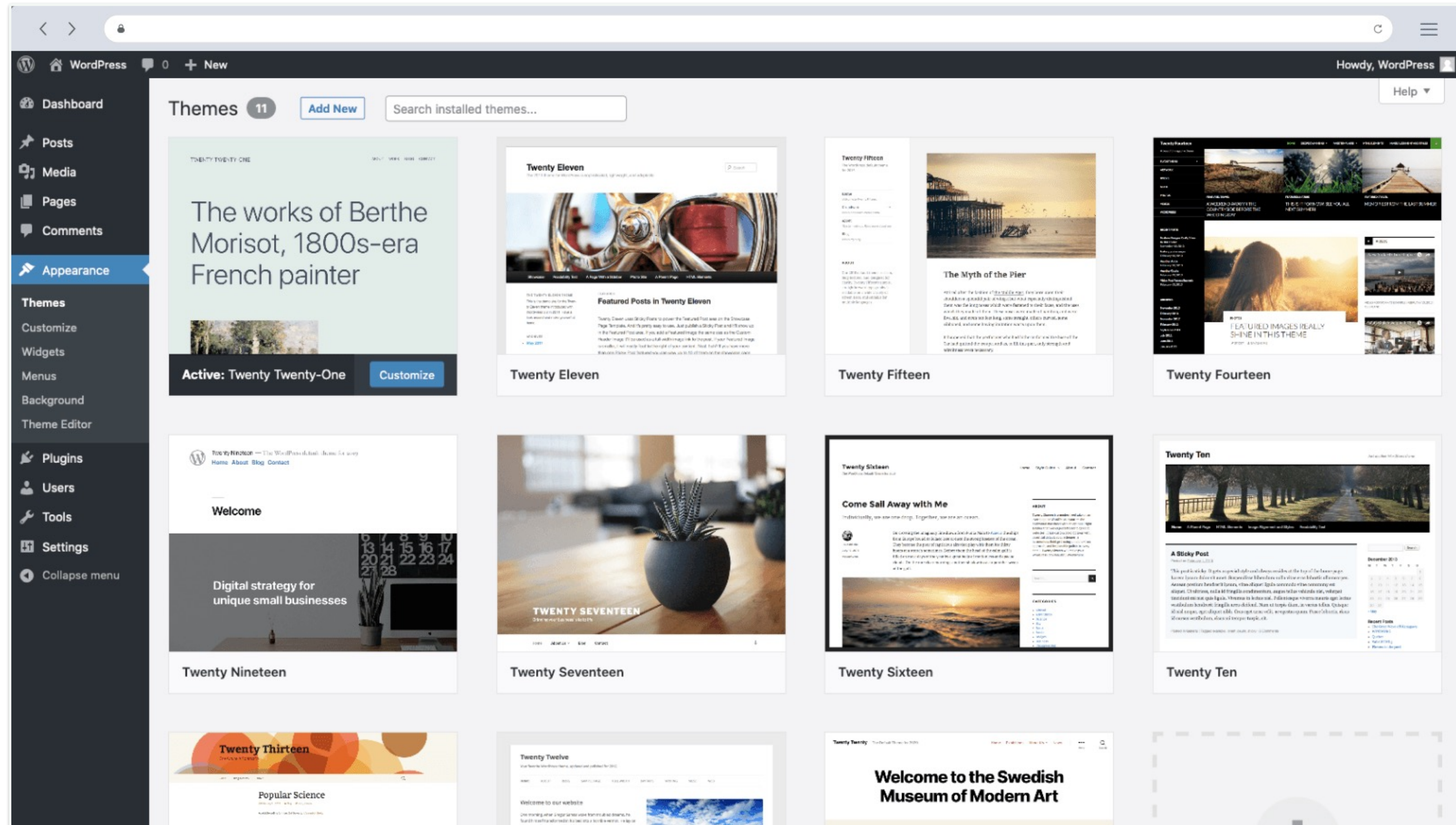
[WIX](#)

Wix is a cloud-based website builder that allows users to create websites using drag-and-drop tools. It's known for its user-friendly interface and wide range of features.

[WEBFLOW](#)

Squarespace is a website builder that allows users to create professional-looking Websites without any coding language.

VIDEO: HOW TO BUILD A SIMPLE WEBSITE



[LINK: HOW TO BUILD A WEBSITE IN 20 MINUTES \(WORDPRESS TUTORIAL 2023\)](#)

SEO STRATEGY.

INTRODUCTION

An SEO (Search Engine Optimisation) strategy refers to a set of techniques and practices aimed at improving a website's visibility and ranking in search engine results pages (SERPs). It involves optimising various aspects of a website, including its content, structure, and technical elements, to make it more relevant and appealing to search engines.

DOING AN SEO AUDIT

The goal of an SEO strategy is to increase organic (non-paid) traffic to a website by ensuring that it appears higher in search engine rankings for relevant keywords and phrases. This typically involves conducting keyword research, optimising on-page elements such as meta tags, headings, and content, building high-quality backlinks from reputable sources, improving website loading speed, and enhancing the overall user experience.

SEO AUDIT TOOLS

LINK: AHREFS:

Ahrefs is an all-in-one SEO toolset that helps you improve your website's search engine rankings. It provides tools for keyword research, backlink analysis, content research, and more

LINK: GOOGLE SEARCH CONSOLE:

Google Search Console is a free tool provided by Google that helps you monitor and maintain your website's presence in Google search results.

LINK: SEMRUSH:

SEMrush is an all-in-one marketing toolkit that provides tools for SEO, PPC, content marketing, social media, and more. It provides tools for keyword research, backlink analysis, site audit, and more

1. TECHNICAL SEO AUDIT:

- Check website indexing status: Ensure that search engines can crawl and index your website's pages effectively. Use tools like Google Search Console to identify any indexing issues.
- Review website structure and navigation: Assess the website's URL structure, internal linking, and navigation to ensure they are user-friendly and search engine-friendly.
- Evaluate website speed and performance: Check the website's loading speed and performance, optimising where necessary to provide a better user experience.
- Validate mobile-friendliness: Confirm that the website is responsive and displays properly on various devices, as mobile-friendliness is crucial for search engine rankings.

2. ON-PAGE SEO AUDIT:

- Analyse keyword usage: Review the website's content to ensure proper keyword optimisation, including the use of relevant keywords in titles, headings, meta tags, and body text.
- Optimise meta tags: Assess and optimise title tags and meta descriptions to improve click-through rates and search engine visibility.
- Improve content quality: Evaluate the website's content for relevancy, uniqueness, and comprehensiveness, making sure it provides value to users and aligns with target keywords.
- Enhance user experience: Analyse factors such as website layout, readability, multimedia usage, and engagement metrics to improve overall user experience.

3. OFF-PAGE SEO AUDIT:

- Assess backlink profile: Analyse the website's backlinks, checking for quality, relevance, and potential spammy links. Remove or disavow low-quality or harmful backlinks.
- Review social signals: Evaluate the website's social media presence and engagement, assessing the impact of social signals on SEO.
- Local SEO analysis (if applicable): For local businesses, assess the website's local SEO efforts, including consistency in NAP (name, address, phone) information across directories and optimising for local search queries.

VIDEO: HOW TO CONDUCT AN SEO AUDIT



[LINK: SEO AUDIT TUTORIAL FOR 2022 - PERFECT FOR BEGINNERS!](#)

A giraffe is silhouetted against a warm, orange-hued sunset sky. The giraffe is positioned in the lower-left quadrant, looking towards the right. In the foreground, there are dark, silhouetted branches of a tree or bush. The background shows a vast savanna landscape with rolling hills and scattered trees under the soft light of the setting sun.

SOCIAL MEDIA STRATEGY

INTRODUCTION

A social media strategy is a plan of action that outlines how an individual or organisation will use social media platforms to achieve specific goals and objectives. It involves **determining the target audience, selecting the appropriate social media channels, creating and sharing engaging content, and measuring the results to ensure the strategy's effectiveness.** A social media strategy aims to build **brand awareness, engage with the target audience, drive traffic to a website or landing page, increase conversions, and foster a positive brand image.**

AUDIENCE AND CONTENT

The two most important things when it comes to social media strategy is understanding where your audience is and what content they relate to.

Research is so crucial as it will answer the following important questions:

- 1: Who is our audience?
- 2: Where is our audience located?
- 3: What kind of content do they resonate with?

DATA SOURCES



On platform analytics: these will be available on every social media platform you're on.



Industry reports: there are yearly reports produced on the state of the industry and how different areas and technologies in the social media space have grown. It is important to consistently keep up with trends and industry updates by reading these reports.

Free Report

The 2023 Global Social Media Trends Report

Explore the top trends in social media for brands to know, along with opportunities, challenges, and helpful new data to optimize your social content.

Download Now



LINK: [DOWNLOAD](#)



CONTENT STRATEGY

INTRODUCTION

A content strategy is a plan that outlines how **content will be created, published, and managed** to achieve specific goals and engage with the target audience effectively. It involves **understanding the target audience's needs and preferences, identifying key messages and themes, and determining the most appropriate formats and channels for content distribution**. A content strategy encompasses the **planning, creation, publication, and measurement** of content to ensure its **relevance, quality, and impact**.

KEY CONSIDERATIONS FOR CONTENT DEVELOPMENT



1

Define your goals and objectives: Examples could include increasing brand awareness, driving website traffic, generating leads, or establishing thought leadership. Clearly define what success looks like for your content efforts.

2

Understand your target audience: Identify their demographics, interests, pain points, and preferences. This information will help you create content that resonates with and engages your audience effectively.

3

Conduct a content audit: Evaluate your existing content assets to determine what is working and what needs improvement. Identify content gaps and opportunities. This assessment will inform your content strategy moving forward.

4

Determine content types and formats: Choose the types and formats of content that will best serve your audience and goals. This can include blog posts, videos, infographics, podcasts, case studies, e-books, and more.

5

Develop a content calendar: Create a content calendar that outlines the topics, formats, and distribution channels for your content. Plan ahead and ensure a consistent flow of content to maintain engagement and momentum. The calendar should also consider key dates, events, and trends relevant to your industry.

6

Plan content distribution: Determine the channels and platforms through which you will distribute your content. This could include your website, blog, social media platforms, email newsletters, guest posting on other websites, or partnering with influencers. Tailor your distribution strategy to reach your target audience effectively.



A content calendar, also known as an editorial calendar, is a tool used to plan and organise content creation and distribution over a specified period of time. It provides a visual overview of the content to be created, the topics to be covered, the publishing dates, and the platforms or channels through which the content will be distributed.

Here are some key elements typically found in a content calendar:

- Content topics/themes
- Publishing dates
- Content formats
- Assignments and responsibilities
- Keyword or topic targeting
- Status tracking
- Promotion and distribution plans

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BBD Boom

Social

Create social post

ManageMonitorAnalyze

ListCalendar

All networks

Select a campaign

All users

All post types

☒ Show Drafts

MonthWeekDayToday

January 2021

<>

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28 BBD Boom - 11:10 bdbboom - 11:10 2 more	29	30 BBD Boom - 11:04 BBD Boom - 11:04 2 more	31	1 BBD Boom - 11:07 bdbboom - 11:07 2 more	2	3
4 BBD Boom - 11:06 BBD Boom - 11:06 2 more	5	6	7 BBD Boom - 11:02 BBD Boom - 11:02 BBD Boom - 11:02	8 BBD Boom - 11:04 BBD Boom - 11:04 2 more	9	10
11 bdbboom - 11:03 BBD Boom - 11:03 2 more	12 BBD Boom - 11:02 BBD Boom - 11:02 BBD Boom - 11:02	13 BBD Boom - 11:07 bdbboom - 11:07 2 more	14 BBD Boom - 11:09 BBD Boom - 11:09 BBD Boom - 11:09	15 BBD Boom - 11:01 bdbboom - 11:01 2 more	16	17
18 bdbboom - 11:10 BBD Boom - 11:10 2 more	19	20 bdbboom - 11:04 BBD Boom - 11:04 2 more	21	22 bdbboom - 11:08 BBD Boom - 11:08 2 more	23	24
25 BBD Boom - 11:07	26 BBD Boom - 11:00	27 BBD Boom - 11:01	28	29 BBD Boom - 11:05	30	31

LINK: DOWNLOAD



CONTENT CREATION TOOLS

There are many content creation tools out there like the likes of Canva, but generative AI tools are being used to make workflows much cheaper and easier.



[ChatGPT](#) and [Bing AI](#) are generative AI tools that can be used to create written content (blogs, social media posts etc) and can also be used to assist with tasks etc.



[DALL-E](#) and [Midjourney](#) are both image generation tools that can be used to create visual content like images and illustrations etc. This can help significantly reduce content acquisition costs etc.



Other tools to consider are [Canva](#), [Adobe Firefly](#), [Adobe Express](#) for graphics design and [Pexels](#), [Unsplash](#) and [Envato Elements](#) for stock footage.

ADDITIONAL RESOURCES

LINKS:

YOUTUBE

YouTube is a great resource to learn about almost every topics. There are topics on design, marketing, programming etc. Some great channels to take a look at are [Santrel Media](#), [Measure School](#) & [Surfside PC](#).

E-EDUCATION

Many companies offer free to affordable education resources that assist you in learning how to use their platforms or any other supporting technologies or discipline. Here are a few examples:

- [Hubspot Academy](#)
- [Meta Blueprint](#)
- [Mailchimp Academy](#)

BLOGS

Blogs are a great resource to keep up with the latest industry trends and stats that can help organisations make informed decisions as they learn about new strategies. Some good blogs to check out are the [Hubspot Blog](#) and the [Social Media Examiner Blog](#).

