



**A guide to
Digital Marketing
Excellence
for Dell
Technologies
Partners**

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Digital marketing today

Whether you're an experienced digital marketer, or just starting out, everyone can benefit from creating an effective digital marketing plan. But deciding how you're going to reach your audience can be overwhelming.

With a clear, structured plan, marketers of all levels can create effective content that gains views and drives leads.

“ That’s why Dell Technologies has partnered with us at Fifty Five and Five to help steer you through the digital marketing planning process. ”

An introduction to digital marketing

01

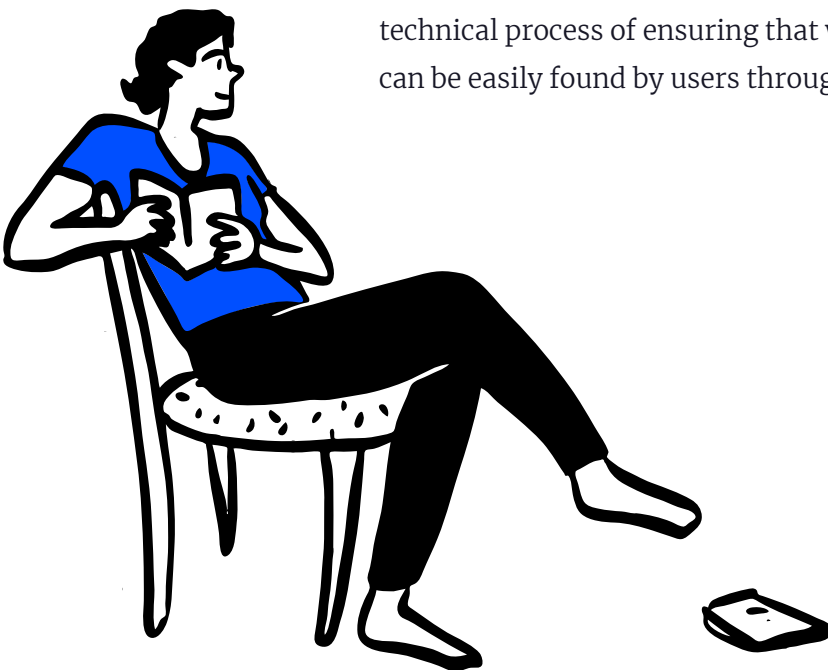
“ To successfully plan a digital marketing strategy, it’s first helpful to understand a little bit about what that might include. ”

1. What is digital?

Digital marketing, as the name would suggest, is any type of marketing strategy that relies on digital media or electronic devices to communicate with potential customers. Digital marketing materials usually reach your users through three main ‘channels’, either your website, social media, or via email marketing.

2. Essential components of digital

Digital activity, includes, but isn’t limited to content like blogs, website copy, pay per click (PPC) adverts, email marketing newsletters, as well as larger, more informative forms like eBooks and whitepapers. Search engine optimisation (SEO) is also an important part of digital strategies, defined as the technical process of ensuring that written content and websites can be easily found by users through search engines like Google.



3. Why digital?

According to research:

55%

of users search for new products or services online.



of which, 47%

will go on to check the company website.



That's compared to just 26% who will visit a physical store¹. With the focus on online products searches being so high, it's vital that businesses work to curate a digital presence through their marketing strategies. At the very least, having a website and social media presence is vital.

Like any form of marketing, getting to grips with digital isn't a quick process. It requires careful planning, a good understanding of the audience you're targeting, and often a little external guidance from partners and agencies.

“ But before you start writing blogs, web pages or sending emails – you need to have a plan. And that's precisely what the eBook is designed to help you create. ”

¹KPMG [2017]. *The truth about online consumers*. Retrieved from: <https://bit.ly/2wiioy6>

Before you build your marketing plan

02

Preparing your plan

Before creating any marketing campaign or strategy, you first need to ask yourself a few questions.

- **What do you hope to achieve?**
- **Who is the audience you're targeting – and why should they choose it?**
- **How will you differentiate yourself from your competitors?**

Finding the answers isn't easy but it is a vital part of a successful campaign. And in our experience, the three following steps can help:

1. Define your goals

In any marketing strategy, the first thing you need to do is identify what your goal is. Much of the time this is simple; 'drive new leads'. Often, however, it's less tangible than that, perhaps gaining brand awareness, gaining traffic, or creating the right content for your brand. Whatever that decision is for your business, make sure to take a moment to consider it before making any other big decisions.

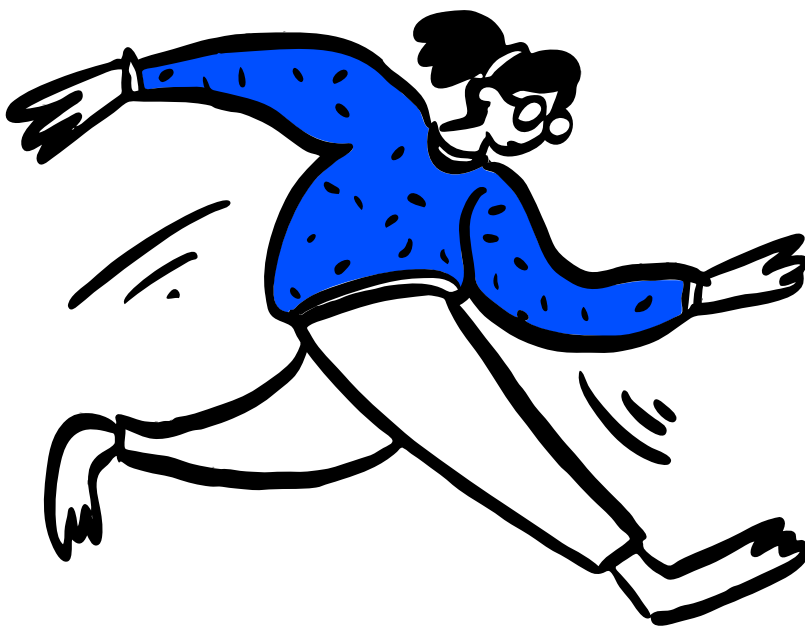


2. Create personas

Creating personas is a great way to identify your audience. This is a semi-functional outline of your ideal audience, preferably informed by market research and customer data. Give your person a name, approximate age and job title. Then, flesh out their background and context; the industry they work in, the reason they're looking for your product or service, the pain points they experience, and the messages that will convince them to choose you.

3. Define your unique selling point

Any successful marketing campaign needs to answer one basic question: Why should a customer choose your product or service and not a competitor's? A unique selling point (USP) is often one of the following: price, speed, quality of service, experience, location, agility or ease of access. If you're struggling to define this, look back over your personas and consider what your audience is looking for, and how you deliver that better than your competitors.



**Jane,
Data Analyst**

4. Combine this into a value proposition

Once you've identified these messages, you will be ready to create a value proposition. The value proposition answers the 'what', 'why' and 'how' of your marketing campaign - using insights garnered from your personas and USP work. Once you've answered these questions, you can start creating a series of messages to help target your ideal customers. Crucially, your value proposition should link the goals of your marketing campaign to the messages you create.

3. Align priorities

It's important that the marketing messages of your own business align with those of the Dell hardware and services you're selling. This allows for a unity of message, so your customer is absolutely clear why they should buy Dell technology, and why you're the best company to provide it. Make sure to create clearly defined value propositions for the Dell technology you're selling, as well as the added services that your company brings to the table.

Having completed these five stages, you'll be ready to start creating the details of your marketing plan.



**Rebecca,
Project manager**

Building a marketing plan

03

Your marketing plan: Step-by-step

Once you've outlined your messages, USP and personas, it's time to get started planning your digital marketing plan. This process is formed of three main stages:

- **Creating KPIs**
- **Planning your content**
- **Linking these together into a clear user journey**

Here's how to get started:

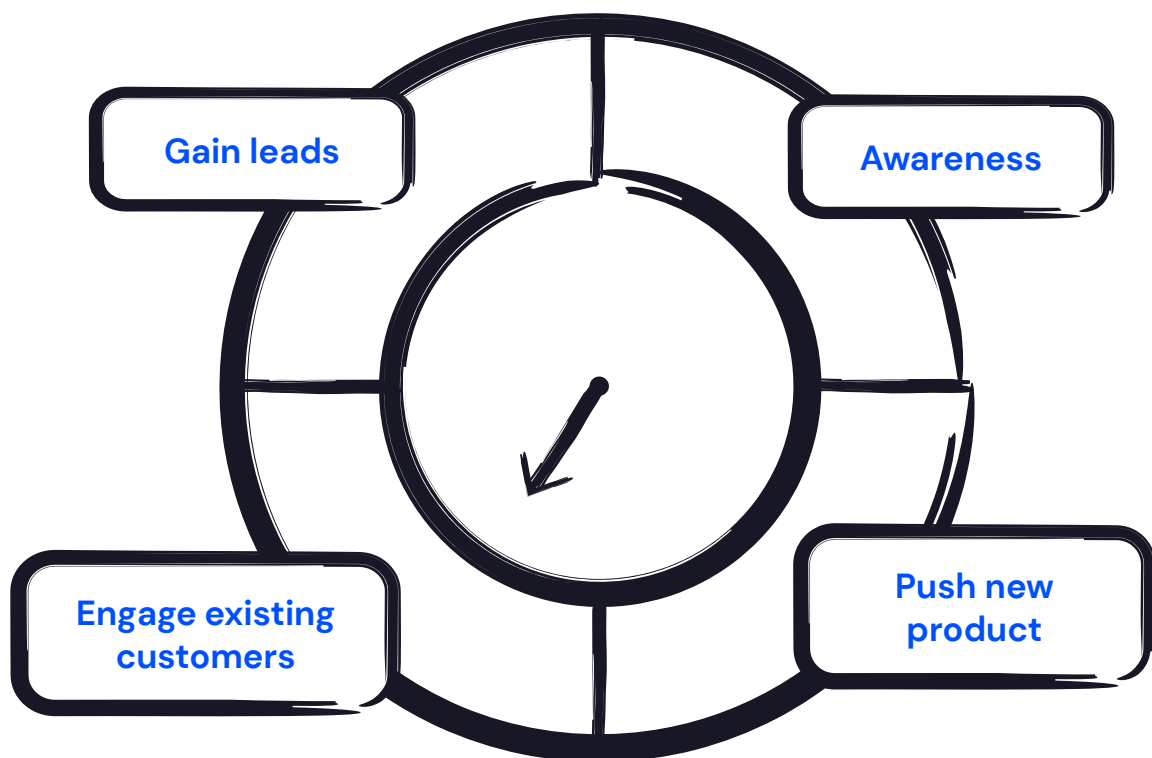
1. Create KPIs

Before planning a single blog, tweet or eBook, you need to outline your goals – in the form of key performance indicators (KPIs). Doing this exercise fulfils two purposes. Firstly, it lets you focus the rest of your content towards these goals, making your entire marketing plan more outcome focused. Secondly, it also creates some metrics by which you can later judge your success. The logic follows that if you say 'our plan is to gain 10 leads', you'll be much more likely to achieve it by having created that tangible goal.



KPIs come in many forms. Many will simply be about creating a set number of leads. But if you're looking to just increase brand awareness, your KPI could also be 'to post two blogs a week', or 'get 2,000 extra social media impressions a week'. It all comes down to what you're trying to achieve.

What are your KPIs?



2. Outline the content

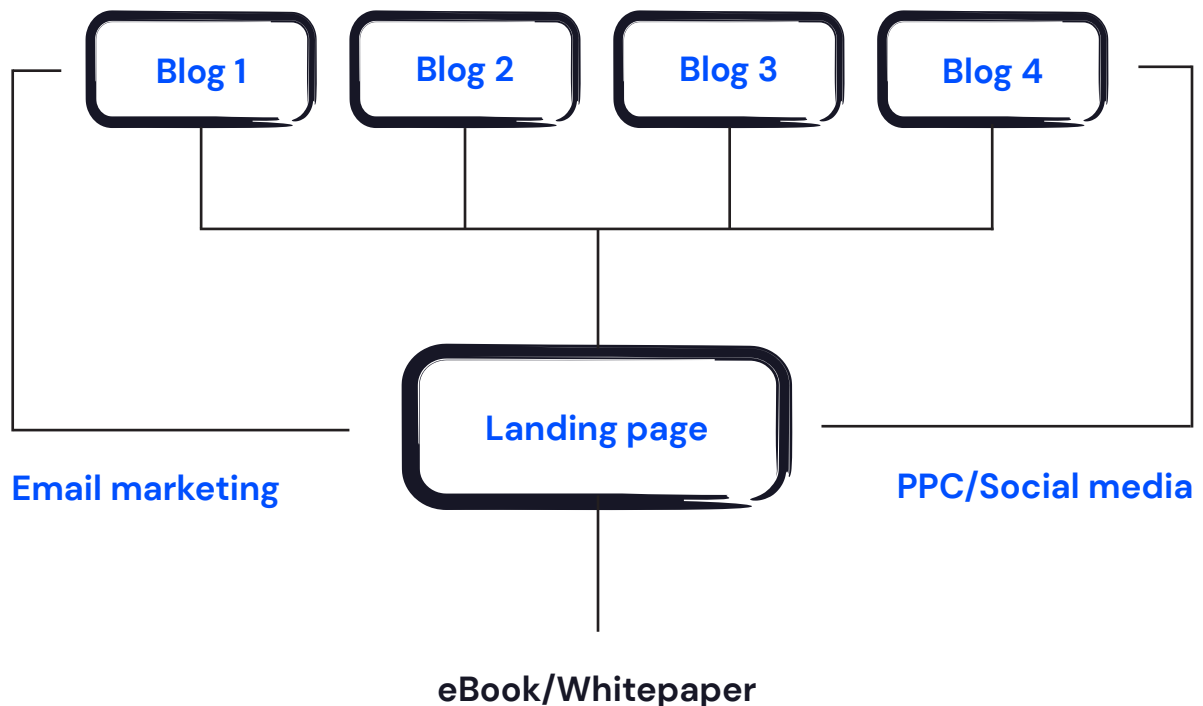
Once you've worked out what you want to achieve, the next stage is to plan how you're going to achieve it. That means planning the content. This could be website content like blogs or eBooks, or social media activity, email marketing landing pages, videos, infographics, and much more.

There are a lot of possibilities. But the best marketing plans use a combination of all these things.

A good marketing plan could look a little like this:

- **Your 'hero' asset: An eBook or Whitepaper**
- **Four blogs, supplementing and drawing readers towards the hero asset**
- **A landing page to house the hero asset**
- **A series of email marketing newsletters that draw users to the rest of the content**
- **Paid media adverts, driving traffic to the blogs and landing page**

Of course, the content you plan should consider your budget, resources, customers and KPIs.



3. A race to conversion

Once you've planned your objectives and your content, you need to make sure it all links together to create a clear customer journey. The challenge is to create a route, through content, from initial discovery right through to conversion. A great way of doing this is by looking at your strategy through the 'RACE' framework. This structure is designed to help you target content to customers at different stages of the buying journey.

- **Reach**

Reach refers to content that first attracts or engages your readers' attention. This could be organic social media, a well SEO-optimized blog post or a series of PPC ads.

- **Act**

Next, you need to inform your readers, answering questions and reassuring them towards a conversion. The best way to do this is through engaging blogs, eBooks and website copy.

- **Convert**

At this stage, you need to convince your customer to make that final leap. Often, a personalised email encouraging them to talk to your sales staff is the best option here.

- **Engage**

Marketing doesn't end at conversion. It's important to keep engaging your customers. Make sure to keep an open line of communication through email marketing, as well as taking any opportunity to create testimonials and case studies.



“ When creating your marketing plan, it’s important to ensure you have content effectively targeted to each of the four stages of this customer journey. By working through the RACE framework, you’ll be well placed to achieve that. ”

Monitoring and optimizing your marketing plan

04

How to monitor and optimise

Once your marketing plan has been completed and the content created – it can be easy to think the hard work is done. But monitoring and optimising your marketing plan is equally vital. It might be that some of your content performs better than others. You need to be agile and reactive as the campaign progresses, to maximise your results. Here's a look at the main things you'll need to monitor.

1. Email performance

If you've planned a series of emails, it's important to monitor how effectively they achieve their goals. A/B testing is a particularly good way of achieving this; sending out different versions of emails to different audiences to test which works best. If some emails, messages, or headlines deliver better click-through rates, make sure to adjust the rest of your campaign accordingly.

2. Website analytics

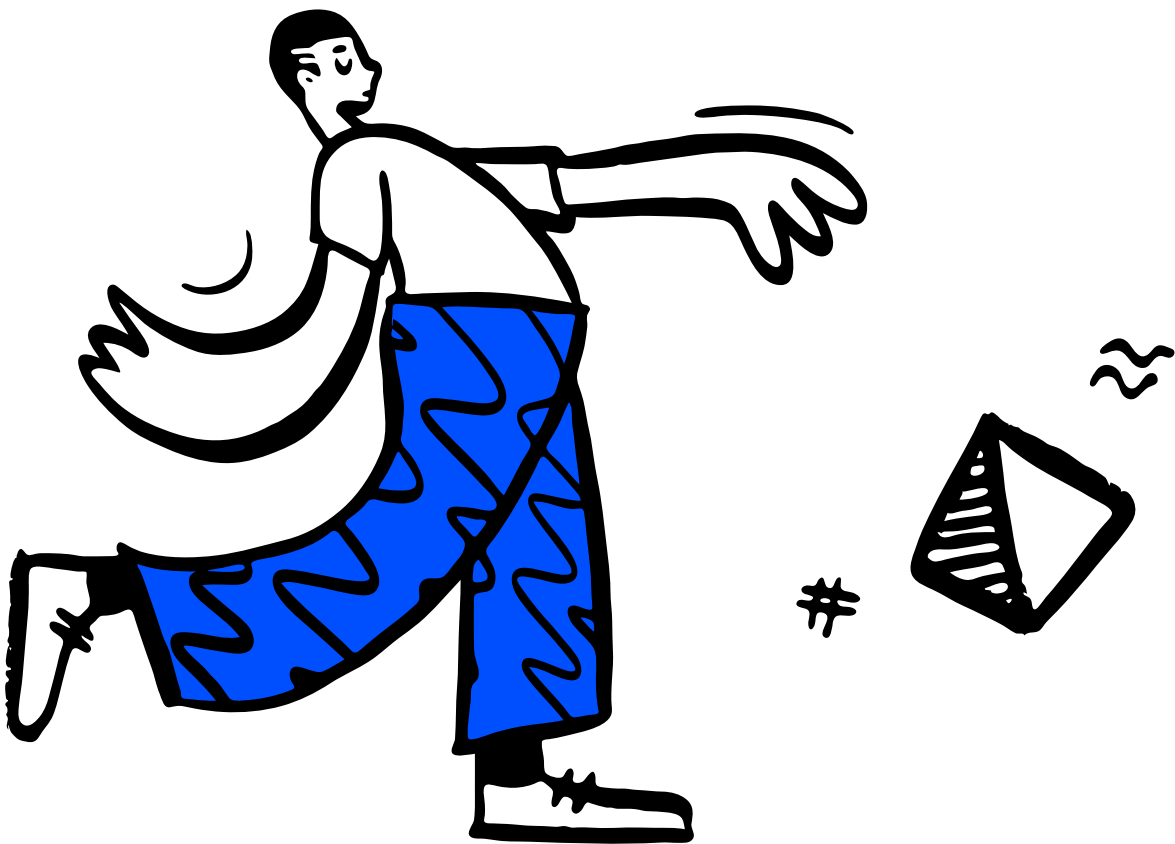
The same goes for your blogs, landing pages and website copy. To gain maximum results, you should monitor bounce rates, page views, and click-through rates, so that you can see *how* users interact with your content. You might be getting lots of traffic to a page, but if they're leaving almost immediately it could be a sign that you need to make some changes. The same goes for click-through rates; if users are reading content but not progressing on through their customer journey, it's a sign you need to make your calls to action bigger and bolder.

Luckily, all this information can be accessed very easily through Google Data Studio or Google Analytics.

3. Pay per click conversions

If you're running a paid media campaign, it's important to make sure you're getting your money's worth. There is no point drawing users towards pages that don't ultimately convert. Similarly, if some headlines, messages or taglines are proving more effective than others – you'll want to boost the better performing ads and edit the lesser performing ones. Monitoring lead generation and pay per click conversions as your campaign progresses is important in ensuring the best results and achieving your KPIs.

If you've effectively planned your goals, content, and measured your outcomes – there should be no reason why your marketing campaign isn't a success.



Conclusion

05

Hand in hand with Dell Technologies

At Fifty Five and Five, we've worked with a whole range of technology providers – all of whom understood how difficult creating an effective marketing plan can be. If you want to gain leads, raise awareness, and justify your marketing budget, it's vital to do it properly.

Many often think that planning their marketing strategy is a waste of time they could better spend doing their marketing. In our experience, the opposite is the case; without successful planning, it's almost impossible to deliver a structured, successful marketing campaign that creates clicks and drives leads.

No part of a marketing campaign is easy. But once you've got an effective plan in place, much of the hard work is done. And the good news, from there, you don't have to do it alone.

That's why Dell Technologies has created its Digital Marketing Tool (DMT), exclusively to help partners like you execute your digital strategy. Because when you succeed, Dell Technologies succeeds.

Get in touch with the Dell Technologies team to find out more about how we can take your digital marketing to the next level.

Go to the digital marketing tool

