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Building a Business-Minded Digital Presence

Smartly identify goals to create a digital strategy rooted in sound business.

Introduction

When it comes to marketing, many companies know they need to be “doing digital,” but too few understand what that phrase actually means. Instead, they start building and creating their digital footprints across media channels without thinking through their business goals.

In this guide, we’ll walk through the considerations you should address for each digital channel you’re planning to use. We’ll also provide tips to ensure you’re smartly identifying goals and objectives to create a digital strategy that’s rooted in sound business.

Social Media

Since social media seized the marketing world more than a decade ago, businesses have continually scrambled to figure out whether they should be on social media, and if so, which channels they should prioritize.



That’s harder than it sounds. You can easily overwhelm your team by trying to be everywhere all the time. For most businesses, only certain social media channels are really valuable for driving business goals. Use social listening practices to understand what networks your customers are actually using, and concentrate on building a presence where you know it can be most valuable for them.

In many ways, social media has become another customer experience channel, serving as an outpost for B2B and B2C customers to seek support, express feedback on products and services, and get questions answered in real-time.

Social media can also serve as a valuable vehicle to reach new audiences, engage them and bring them back to company-owned channels—like corporate websites—in order to provide additional content or offers. Some social channels like Pinterest or Instagram offer strong benefits to B2C companies by creating e-commerce experiences within their platforms.

LinkedIn and company blogs are better suited to B2B companies that have a longer sales cycle, rich content opportunities for education, and a professionally-oriented community.

To ensure your social media channels are well aligned with your business objectives, work with your teams to answer the following questions:

- ▶ **What part of the customer journey are we supporting with social media? Are we looking to generate awareness with new audiences, serve our existing customers, or both?**
- ▶ **Are we resourced appropriately to build and distribute engaging content on social media channels and respond in a timely fashion to our community when they engage with us?**
- ▶ **Have we done appropriate research to understand what social media channels are actually being used by the audience we want to reach?**
- ▶ **How does our social media activity support concrete business objectives, or help steward our customers through their buying journey?**
- ▶ **How are we measuring success on our social media channels beyond just growing our followers and audiences?**

Company Website

Despite the growth of “outpost” channels like social media, your company website is still your home base for customers.

Whether you’re a B2B or B2C company, your website should be optimized to support your customer no matter where they are in their relationship with you, and designed to address both new audiences and existing customers.

For example, if you are a B2B company, your website should support new prospects who are researching your company for the first time and who need to understand who you are, what you do, and why you’re uniquely qualified to help them. It can also be an outstanding resource for educating your potential buyers about your industry, establishing thought leadership, or showcasing your brand’s unique point of view.

If you’re a B2C company, you may want to help customers learn more about the company behind your brands, or you may want to provide the ability to actually transact and purchase products and services directly through your website and e-commerce technologies.

Your website is one of your “owned” digital properties, which means it’s a great place to help prospects and customers opt in to receive further communications from you. That could mean signing up for offers, promotions and content updates.

It’s also one of the few channels you can customize and personalize at a granular level to provide unique, refined experiences for every visitor.

For global companies, your website is one of your organization’s most easily translatable assets, allowing you to provide a compelling online experience to visitors in their preferred languages. This boosts global engagement and conversions while retaining the integrity of the online customer journey, and the interactions people can have with your content. A seamless, international experience on your site will always help your global customers feel valued, which builds trust.



When you’re designing your website experience for customers, here are a few questions to ask:

- ▶ **When customers use our website, what is the most important thing we want them to do? Do we want them to sign up to learn more about us, or is our goal a conversion or purchase of some kind?**
- ▶ **How are we using other channels to drive traffic to our website, and what do we want customers to do when we get there?**
- ▶ **What role does our website play in establishing our company as an authority in our industry? Do we need to focus locally, globally, or both?**
- ▶ **Once a visitor takes an action on our website—such as a signup or purchase—how do we keep them engaged in their customer journey once they’ve left the site?**
- ▶ **How are our website analytics informing our other digital marketing efforts?**

Email Marketing

In a world currently dominated by social media, you've probably heard people declare that "email is dead." That couldn't be further from the truth.

In fact, the Direct Marketing Association and DemandMetric report that email marketing returns a median ROI of 122%, which is over 4x higher than other digital marketing formats, including social media, direct mail and paid search.

Email is still a cornerstone in digital marketing, and can be a powerful, effective way to conduct business with your prospects and customers.

But far too many companies seem to have aimless email marketing strategies, sending out emails constantly without much thought as to how those emails support their marketing or business objectives.

It's critically important to plan and strategize your email campaigns as carefully as you would any other aspect of your marketing, and be sure that you have the resources, technology and capabilities to ensure that your customers' email experiences are positive ones.

As you're deciding whether you should be using email marketing and how it fits into your strategy, you can ask a few key questions:

- ▶ **Why do we believe email is a viable channel to reach the audiences that are important to our company?**
- ▶ **What prospect or customer segments do we know can be best served with email?**
- ▶ **How are we creating clear calls to action or paths for engagement through email that are helping our prospects and customers advance their relationships with us?**
- ▶ **How are we determining whether or not our email efforts are successful?**
- ▶ **Do we have clear integration between email and our other digital marketing channels so they can work together to support our customer journey?**



Mobile

ComScore tells us that users spend about 70% of their media time on smartphones, and 50% of the time they spend on digital media overall is spent on mobile apps. So it's highly likely that mobile has a potential role in your digital marketing strategy. But what for?

Most companies start by optimizing their websites for mobile screens. Ensuring that your customers can interact with your main digital channel easily and seamlessly means they can move fluidly between their PCs and phones to find information about your company, no matter where they are.

If your website is e-commerce driven, it's essential to facilitate transactions as quickly and easily as possible. Today, mobile customers abandon their carts at a rate of 78%, a full 8% higher than they do on desktop PCs.

For B2B companies with content-heavy websites, make sure to that content consumption—including text, application-driven content and multimedia—displays easily and painlessly on mobile sites.

Beyond owned properties, channels like social media and email still have tie-ins to the mobile experience, so ensure that the

content delivered through these channels is mobile-friendly. For some companies, it's also important that mobile content provides unique experiences through apps or other technologies that can enhance and supplement other online channels.



Run through these key questions to ensure mobile is tied well to your business goals:

- ▶ **How are our customers expecting to use mobile technology to interact with our company?**
- ▶ **Are we offering the same experience on our mobile channels that we do on our flagship digital properties, and are we tracking customer experience and satisfaction the same way?**
- ▶ **How do we want our customers to interact with our brand on mobile devices? Do we want that experience to be distinct?**
- ▶ **How can we ensure that we capture data about our customers' mobile interactions with our brand so we can continually optimize the experience based on their feedback?**
- ▶ **What constitutes "success" for us on mobile, and how does it tie into our overall strategy online?**

Digital Ads

With the decline in organic content reach, especially on social media, digital advertising is here to stay.

But the landscape of digital advertising is broad, from paid search marketing strategies like pay-per-click and display ads to paid social media advertising, native advertising and more.

To determine whether paid digital advertising is a sound strategy for you, it's important to evaluate exactly what objectives you're expecting advertising to support for your company.

For B2C organizations, advertising makes a lot of sense for time-bound offers, promotional campaigns and consumer marketing that relies on broad reach. This creates online or offline traffic that eventually leads to sales.

For B2B organizations with longer sales cycles, digital advertising often supports the buyer's journey. Prospects research companies and products, educating themselves about an industry and its offerings. Your ads can help your brand and content "be there" for prospects, when they want to learn more about working with a particular vendor, provider or partner.

Aside from the obvious considerations around budgets and spending, companies should evaluate exactly how advertising can drive business goals and marketing objectives.

For example:

- ▶ **What audiences are we trying to reach with digital advertising?**
- ▶ **What stage or stages of the buyer's journey are we trying to support through digital advertising?**
- ▶ **Do we believe that advertising can drive incrementally better results than organic marketing efforts? In what way?**
- ▶ **What channels do we believe provide the most accurate, optimized targeting for the audiences we need to reach? Are we trying to go broad to create brand awareness, or more narrow to move a specific audience to a specific action?**
- ▶ **Beyond clicks, what success metrics will we track to evaluate whether our advertising spend is returning results?**

Digital Is Only Valuable If It Works For Your Business

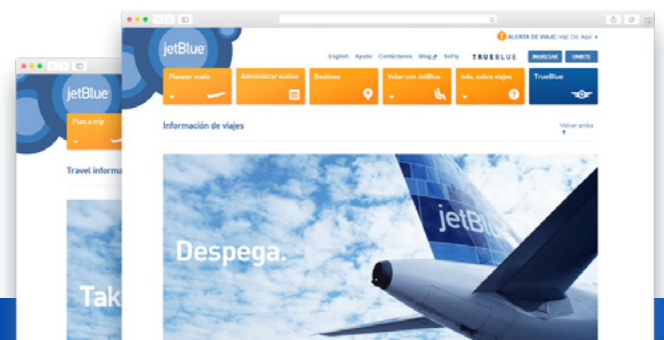
While digital marketing will always be a valuable part of business strategy in a modern age, it's critical to consider business goals first before spending the time, effort and money on these programs.

By asking the right questions about your audience, your buyer's journey with your company, and the channels that best serve that combination, you can ensure that you are building a digital presence that's aligned to your goals, provides an outstanding experience for your prospects and customers, and ultimately returns value to your business.

About MotionPoint

MotionPoint solves the operational complexity and cost of website localization. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.



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