Thank you for downloading this guide! We truly believe that you will benefit from the information we’re providing in this in-depth resource.

We have designed this guide to assist both marketing managers we currently work with, as well as those we haven’t yet had the pleasure of being partnered with.

At Conversion Advantage, we believe that knowledge is power, so we want you to have as much information as possible when you implement your digital marketing strategies.

This guide is powered by our specialist knowledge which we have accumulated working with marketing managers over many years, and has been used by brands in the UK, Australia, South Africa, Mauritius and Qatar.

Our team works across branding, SEO, paid advertising, web design, video production and social media marketing. Collectively we have had to work out the best digital marketing strategies for marketing managers to implement in 2022, taking into account growing trends as well as what has already been proven to work.

To achieve this, we have come up with the 2022 Digital Marketing Roadmap for Marketing Managers, which highlights the four key areas of digital marketing, and what is needed in each.

You can use this versatile guide to pinpoint specific areas that your brand needs to work on, or go through it from beginning to end, improving your knowledge.

This guide is simple and practical, ensuring that you get informed insights that can actually work, rather than jargon-stuffed guides that don’t have much intrinsic value.

If you have any questions about the contents of this guide, don’t hesitate to contact us on the details provided at the end of this guide.

We look forward to mastering the digital game with you!
DANTÉ BOTHA
Conversion Advantage Founder & Strategy Director

Dante has extensive local and international experience. Across his career he has worked with several leading brands including Ferrero Rocher, L’Oréal, Toyota, Unilever, Sony Pictures, La Motte, Leopard’s Leap, Swan, Microsoft and Lindt.

He has held senior roles as the National Digital Director of Universal McCann and the Joint Head of Strategy for award winning digital agency SapientNitro in Australia.
2022 MARKETING MANAGERS’ DIGITAL ROADMAP

After years of experience, we have discovered that digital marketing comes down to four key areas: branding, lead generation, database building and community building.

We have also observed that different brands have progressed to different levels along this journey. Best in market brands are usually implementing all four of these digital marketing strategies effectively.

The objective of this roadmap is to highlight these four elements, and then to analyse how far your brand developed on its digital marketing path.

Once you know this, you can plan the execution of brand-improving strategies.

**ACTION POINT 1:** Select the level of your brand.

**ACTION POINT 2:** Which digital marketing initiatives should my brand be improving on?
BRANDING

The 3 key elements of creating a remarkable brand.
01  
POSITIONING

02  
DESIGN

03  
MARKETING ASSET CREATION
01 positioning

Positioning is the most critical part of creating a remarkable brand.

Getting it right could result in gaining consumer trust faster, standing out in cluttered competitor environments, attracting the right talent to your business, setting the culture of your organisation and winning more sales.

Attractive brands have the ability to set the tone for their industries. Apple sets the tone for the technology industry – it has made technology fashionable. Nike inspires athletes around the world. Volvo has set the standard for car safety.
Let’s look at the four key aspects of creating your brand positioning:

1. BRAND PREMISE
2. TARGET AUDIENCE PROFILE
3. SLOGAN OR PAYOFF LINE
4. TONE OF VOICE
We previously mentioned some examples of brands who have redefined their markets. Here are some examples of more brands who own different categories:

- Red Bull: Energy Drinks
- McDonald’s: Family Fast Food
- Coca-Cola: Lifestyle Drinks
- apple: Fashionable Technology
- Microsoft: Personal Computer
- VOLVO: Automobile Safety
- ROLEX: Luxury Watches
- SAMSUNG: Home Appliances
- BILLABONG: Surfing Leisurewear

**ACTION POINT:** What will your brand own?
For your brand to appeal to the right target audience, you first need to know who that target audience is. The more you know about them, the easier it is to tailor your communications to their needs and desires.

**ACTION POINT:** Define your target audience answering these 10 simple questions...

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- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

**01 GENDER**
What is the male/female split of your target audience?

**02 LOCATION**
Where do they live? (Town / City / Province / Country)

**03 EARNINGS**
What do they earn annually?

**04 DIGITAL CHANNELS**
Which digital channels do they use?

**05 GOOGLE SEARCHES**
What are they searching for related to your offerings?

**06 BIGGEST PROBLEM**
What are their biggest problems that your products or services could help them solve?

**07 JOB TITLE**
What job titles are common within your target market?

**08 LIFE STAGE**
Are they students, parents, or retired?

**09 INFLUENCES**
Who influences their decisions? (Celebrities / Family / Colleagues / Friends, etc.)

**10 DIGITAL DEVICE**
What are their digital devices of choice?
A slogan helps you to say something catchy that sticks in the mind of your target market, and allows them to draw a connection between that phrase and your brand.

**HERE ARE 4 WAYS YOU CAN MAKE A GOOD SLOGAN:**

- **A successful slogan connects your customer to your brand in a real and personal way.**
- **A good slogan speaks to one person and their specific need.**
- **When a slogan meets a customer need, it has power.**
- **The best slogans are the ones that hit a target – the heart of the customer, or what we call a human insight.**

**ACTION POINT:** What will your brand stand for?
TONE OF VOICE

Tone of voice is crucial if you’re hoping to satisfy your customer’s needs and desires. It shows that you truly understand your target market, and how to communicate with it.

HERE ARE THE FOUR STEPS TO IDENTIFYING THE RIGHT TONE OF VOICE FOR YOUR BRAND:

**STEP 1**
Do the research
- Find out what your target audience likes and dislikes. Go online and investigate how they talk on social media.

**STEP 2**
Listen
- Go to a place where your ideal customer shops or eats or relaxes. Listen to the way they communicate with friends and family.

**STEP 3**
Set a tone
- If your brand was a person, who would he/she be?

**STEP 4**
Choose a style
- Choose the route you want to go – are you a serious brand, a friendly brand, a fun brand...?

**ACTION POINT:** What will the voice of your brand be?
FOR EXAMPLE...

COOL BRANDS
- Quirky / Humour
- Adventure
- Companion / Community
- Freedom
- Adrenaline
- Empowering

RETAIL BRANDS
- Personal
- Corporate
- Health
- Local
- Humour

FASHION BRANDS
- Inspire
- Cheeky / Quirky
- Bold
- Dream / Imagination
- Sustainable / Ethics
- Craft / History

DESIGN BRANDS
- Light-hearted
- Cheeky / Humour
- Craft / History
- Conscious
- Technology
- Community

*research based on our analysis of a 128 leading brands
**PREMIUM BRANDS**
- Confidence
- Light-hearted
- Class / History
- Adventure
- Empowering
- Technology

**HOTEL BRANDS**
- Adventure
- Experiential
- Personal
- Comfort
- Luxury
- Corporate
- Humour

**KIDS BRANDS**
- Frivolous / Playful
- Creativity
- Over-the-top
- Silly
- Animated

**TECH BRANDS**
- Innovate
- Personal
- Inspire
- Educate / Sustainable
- History
- Dream / Imagination

*research based on our analysis of 120 leading brands*
research based on our analysis of a 120 leading brands

SPORT BRANDS
- Performance
- Confidence
- Motivational
- Trendy
- Innovation
- Legacy/History

PRIVATE EDUCATION BRANDS
- Personalised
- Success
- Market Leaders
- Unique
- Creativity

MOTOR BRANDS
- Bold
- Experience
- Adventure
- Lifestyle
- Convenience
- Pride
- Luxury
- Opportunity

*research based on our analysis of a 120 leading brands
Once we’ve defined what our brand positioning is, we can move onto the next stage of branding – creating a consistent visual design that reflects on the brand positioning strategy we have developed.
The key strategy insights have been generated from Conversion Advantage’s in-depth analysis of 120 leading brands across 12 specific categories.

The objective of this was to develop unique research where we discover how these elements are best used across these various categories to build an optimal brand design.
There are 6 different types of logos. Here is how they are distributed in a variety of brand types, based upon our analysis of 120 leading brands.

<table>
<thead>
<tr>
<th>Example</th>
<th>Icon</th>
<th>Word Mark</th>
<th>Combination Mark (icon &amp; word)</th>
<th>Icon &amp; Letter ABR.</th>
<th>Emblem</th>
<th>Legacy</th>
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</thead>
<tbody>
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<td>Sport</td>
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<td>5%</td>
<td>15%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Research based on our analysis of a 120 leading brands

**ACTION POINT:** What type of logo should you have?
COLOUR

Your colour palette should remain constant throughout your offerings. Different colour palettes tend to be more valuable for different brand types.

HERE IS WHAT OUR RESEARCH FOUND:

- **COOL BRANDS**
- **FASHION BRANDS**
- **PREMIUM BRANDS**
- **DESIGN BRANDS**

*Research based on our analysis of a 120 leading brands*

**ACTION POINT:** What colour best suits your brand?
*research based on our analysis of 120 leading brands*
FONT

Your fonts will be seen by everyone who views any of your content. You need to ensure that it suits your brand by exuding the style your brand is looking to achieve. You get traditional and modern fonts, although some brands use a combination of both within their branding efforts.

**HERE IS WHAT OUR RESEARCH UNCOVERED:**

<table>
<thead>
<tr>
<th>Font Choices</th>
<th>SANS SERIF (MODERN)</th>
<th>SERIF (TRADITIONAL)</th>
<th>COMBINATION</th>
</tr>
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<tr>
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<td>80%</td>
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<td>10%</td>
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<tr>
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<tr>
<td>MOTOR</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>6%</strong></td>
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</tbody>
</table>

*Research based on our analysis of 120 leading brands

**ACTION POINT:** Will you use modern, traditional, or a combination of the two?
The sorts of images that you use reflect upon your brand. Some brands will focus upon product or service images, while others will venture further into the creative realm.

**HERE IS WHAT OUR RESEARCH UNCOVERED:**

<table>
<thead>
<tr>
<th>IMAGE TYPES</th>
<th>PRODUCT IN SCENARIO</th>
<th>PRODUCT</th>
<th>LIFESTYLE</th>
<th>ILLUSTRATION</th>
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<tbody>
<tr>
<td>EXAMPLE</td>
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</table>

*Research based on our analysis of a 120 leading brands*

**ACTION POINT:** What type of imagery will you use?
# Imagery (Continued)

## Image Types

<table>
<thead>
<tr>
<th>Example</th>
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<th>Premium</th>
<th>Design</th>
<th>Tech</th>
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<th>Sport</th>
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</table>

*Research based on our analysis of 120 leading brands

## Action Point:
What type of imagery will you use?
MARKETING ASSET CREATION

Select the right marketing assets to represent your brand.

**ESSENTIALS**

- Logo
- Brand Guidelines
- Brand Stationery

**EXTRAS**

- Company Video
- Sales Presentation
- Website
- Brochure
- Sales Proposal Document
- Social Presence Banners

**ACTION POINT:** Which marketing assets do you need?
CONGRATULATIONS! You’ve completed all the steps to creating a marketable brand. If you’d like more help, don’t hesitate to contact us at Conversion Advantage through our website – www.conversionadvantage.com - or email us – info@conversionadvantage.com

To make sure you’ve worked through everything, here’s a checklist for you to complete.

**POSITIONING**
- Brand Premise
- Target Audience Profile
- Slogan or Payoff Line
- Tone Of Voice

**DESIGN**
- Logo Type
- Colour
- Font
- Imagery

**MARKETING ASSET CREATION**
- Essentials
- Extras
LEAD GENERATION

The 4 Key strategies to turbocharge your leads
01 advertising angles

To understand how best to advertise your products, you need to know what your competitors are doing, and how you can do better.

To do this, you should Google your competitors and consume the advertising they’re currently engaged in.
ACTION POINT: Do a Google search for the keyword that your prospective customer is likely to search. Analyse your competitors’ advertising angles to get a thorough understanding of their propositions. Develop advertising angles that play to your strengths and compete successfully.
02 targeted advertising

Select an advertising platform that you are most likely to reach your target audience. There are a variety of options across a variety of platform types.
OUR FAVOURITE PLATFORMS

These platforms offer a variety of opportunities to advertise, including display advertisements, video advertisements, and text advertisements.

INSIGHTS:

01 Based upon our experience, we’ve found that Google has been the most effective advertising platform for return on investment.

02 We have found Facebook to be effective for retargeting visitors that did not sign up.

03 While Bing search volumes are significantly lower than those of Google, it often provides good value.

ACTION POINT: Use Google Keyword Planner to see how many people are searching for your product or service, Facebook interface to identify your target audience’s size within the graphic details, and LinkedIn to find your target audience’s job titles.
## Targeting Cheat Sheet

| DEMOGRAPHICS | • | • | • | • | • | • | • | • | • |
| LOCATION / LANGUAGE | • | • | • | • | • | • | • | • | • |
| INTERESTS | • | • | • | • | • | • | • | • | • |
| BEHAVIOURS | • | • | • | • | • | • | • | • |
| CUSTOMERS | • | • | • | • | • | • | • | • |
| REMARKETING | • | • | • | • | • | • | • | • |
| DEVICE | • | • | • | • | • | • | • |
| SIMILAR PEOPLE | • | • | • | • |
| TAILORED AUDIENCES | • | • | • |
| PLACEMENT SELECTION | • | • |
| JOB INFO | • |
| KEYWORDS | • | • | • | • | • | • | • | • | • |

*Disclaimer: The information in this guide is as of 23 February 2019. This information could change at any time.*

### DEMOGRAPHICS
Basic information about your customer such as age and gender.

### LOCATION/LANGUAGE
Where your audience is situated, and what language they speak.

### INTERESTS
What your audience finds interesting, based upon their online activities.

### BEHAVIOURS
How your audience uses the internet.

### CUSTOMERS
Target people who have previously converted to encourage repeat business.

### REMARKETING
Target people who have viewed your offerings but haven’t converted.

### DEVICE
Prioritise your audience based upon the specific device type they’re using - desktop, tablet, or mobile.

### SIMILAR PEOPLE
Look for people who have similar online personas to those who have viewed your content.

### TAILORED AUDIENCES
Choose specific, predefined groups of people that you want to target.

### PLACEMENT SELECTION
Target specific websites and platforms to host your advertising efforts.

### JOB INFO
Narrow down your audience to people of certain job types and roles.

### KEYWORDS
Work out the keywords that you should be prioritising, and target them.
03 landing pages

This is where your customer is looking to have their questions answered.
1. How will my business benefit by using your [] services?
2. What will my business get when I sign up for your [] services?
3. Are there different options if I sign up for your [] services?
4. Could your [] services help a business like me?
5. Can I afford your [] services?
6. Is there anything that the way you do your [] that makes it special?
7. Can you show me any work so that I can see and believe your [] services can help me?
8. I don’t want to make a mistake; what other companies have you delivered your [] services to?
9. Is there anything I can freely download that can educate me about your special [] services? So that I can educate myself and make better informed decisions.
10. I am informed. How can I engage with your [] services?

**ACTION POINT:** Answer each of these questions so that you have the knowledge from which an effective landing page can be created.
The most important factor in a lead generation campaign is ensuring that you have tracking implemented on your advertisements and landing pages.

This will allow you to see which advertising channels are most effective, how many enquiries you are receiving, and work out your landing page conversion rate from visitor to enquirer.
TRACKING & ENQUIRIES

With tracking set up, you will be able to work out what isn’t working so that you can fix it. Tone of voice is crucial if you’re hoping to satisfy your customer’s needs and desires. It shows that you truly understand your target market, and how to communicate with it.

ACTION POINT: Think of ways you can implement call to actions on your website to maximise your lead generation conversion rate.

INSIGHT: You want to offer multiple types of call to actions, giving a prospective customer a variety of options to interact with your business. This could help to maximise your conversion rate. Here is an example of using multiple call to actions.

Content
Download
to Get Email Addresses

2018
Brand
Strategy
Guide

Enter Email
Download
CONGRATULATIONS!
You’ve worked through this lead generation resource, and should now be well-equipped to make decisions about how you will acquire your leads.

If you’d like more help, don’t hesitate to contact us at Conversion Advantage through our website – [www.conversionadvantage.com](http://www.conversionadvantage.com) - or email us – [info@conversionadvantage.com](mailto:info@conversionadvantage.com)

To make sure you’ve worked through everything, here’s a checklist for you to complete.

<table>
<thead>
<tr>
<th>Developed Competitive Advertising Angles</th>
<th>Implemented a Targeted Advertising Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created Landing Pages That Best Answer Prospects’ Questions</td>
<td>Added Data Tracking to Track Enquiries</td>
</tr>
</tbody>
</table>
DATABASE BUILDING

The 4 key strategies to increase your database of prospects & customers
01. Identify Customer Needs

02. Create Trust

03. Value Exchange

04. Lead Nurture
01 identify customer needs

The most effective way of identifying your customers’ needs is by learning what they’ve been searching for. Use a resource like Google Keyword Planner to collect this information.

Keywords identify your prospective target audience’s need. The higher the average search volume, the more popular the need is. You also want to identify keywords that have low competition. This will increase your chances of being placed higher on search engines.
FOR EXAMPLE...

If you were wanting to sell branding services, you would first identify what people are searching for related to branding services.

**BRANDING IDEAS**
Average Monthly Searches: 1600

**BRANDING PROCESS**
Average Monthly Searches:

**BRAND DEVELOPMENT STRATEGY**
Average Monthly Searches:

**11 Best Branding Ideas in 2019**

**The 4 Step Branding Process That Works**

**Get Out of Your Branding Rut**

**ACTION POINT:** Find your optimal keywords, based upon their popularity and how much competition they have.
Once you know what you should be targeting, it’s time to start creating content. This content will be free for your audience to access.

Why give your audience something for free? After all, this is business...

The answer is that database-building is most effective as a process. You need to build a relationship of trust between your brand and the audience. Once you’ve developed this trust, you can start to think about conversions.
CREATE TRUST

Use the keyword research you have compiled to pinpoint the best topics for content pieces. The best topics lend themselves to content that will generate clicks and serve the needs of your target audience.

FOR EXAMPLE...

This content is a long-term investment. Remember – it will always be out there on the internet. Once you’ve established good cornerstone content, you can also rework it into different forms to reach more people.
Now, it’s time to make your first direct move. Rather than trying to sell something to the audience, however, you should offer them a high-value piece of content to exchange for their email address.

You can do this through retargeting. A variety of marketing platforms, such as search engines and social media, allow you to retarget people who have visited your content.
Another way you can do this is to use lead magnets. Lead magnets are placed in tactical positions on your website to encourage people to download your high-value content.

Let these people know that you have valuable content for them to download, and that all you require in return is their email address.

**FOR EXAMPLE...**

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**2022 Brand Strategy Guide**

Download this fantastic resource so that you know the best ways to build a brand in 2022.

It’s completely FREE!

All we require is your email address.

Learn more...

---

**TRUST FACTORS**

• A
• B
• C
Now that you’ve begun accumulating email addresses, you should put them to use.

Lead nurturing involves keeping in contact with your audience. You can now send them newsletters via email. You still want to provide them with value, otherwise they’ll ignore your newsletters as glorified sales brochures. We recommend a 70/30 split between valuable content and sales promotions.
**FOR EXAMPLE...**

**CONTENT NEWSLETTER CALENDAR FOLLOWING SIGN UP**

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>newsletter 01</td>
<td>newsletter 02</td>
<td>newsletter 03</td>
<td>newsletter 04</td>
<td>newsletter 05</td>
<td>newsletter 06</td>
</tr>
</tbody>
</table>

**NEWSLETTER EXAMPLE**

Dear Josh,

**Value Added Content (70%)**

5 Ways to Use Company Video to Promote Your Company

**Sales Promotion (30%)**

Click here to get a company video

The Conversion Advantage Team
CONGRATULATIONS!
You’ve completed this section on database building. It’s time for you to get out there and collect those emails, and then turn them into conversions.

If you’d like more help, don’t hesitate to contact us at Conversion Advantage through our website – www.conversionadvantage.com - or email us – info@conversionadvantage.com

To make sure you’ve worked through everything, here’s a checklist for you to complete.

- Used Data to Identify Customer Needs
- Created Trust Through Value Added Blog Content
- Offered Valuable Downloadable Content for Email Addresses
- Introduced Lead Nurturing Campaign Through Newsletters
COMMUNITY BUILDING

Use digital and social platforms to build your community
Why build a community?

Social media is here to stay.

It offers your brand a unique opportunity to develop a loyal community of prospective and current customers. Such an inside track to an attentive, interested audience hasn’t really existed until now. As such, it is crucial that you leverage this relatively new opportunity to maximise your marketing efforts. Well-managed social media communities can provide substantial benefits to brands.

These include:

- Increased reach
- Direct, 2-way communication
- Personalised relationships between brand and audience
- Brand loyalty
- An ever-present, attentive audience

These benefits are no longer bonuses – brands are expected to be utilising social media to build communities. If you aren’t utilising social media at all, you’re behind the pack, and if you’re not utilising it effectively, you’re losing business.

In this guide, we will give you useful tips and tricks on how to use social media to build substantial communities, and how to keep them listening and interacting with your channels.
Facebook

Facebook is reported to have over 2 billion users. It has established itself as a leader in social media and is often considered to be the best social media platform to implement paid advertising on. It is incredibly versatile, allowing brands to utilise a broad range of tools to interact with their communities in a variety of ways.

Here are some post ideas that you can utilise on Facebook.

<table>
<thead>
<tr>
<th>POST FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOW</strong></td>
</tr>
<tr>
<td>Weekly</td>
</tr>
</tbody>
</table>

**ACTION POINT:** Which of these Facebook post types will you use?
Twitter is known for having a real-time ability to share and receive news with a global reach. Its power also lies in its direct, succinct messaging. Twitter is therefore great for posting smaller, condensed volumes of content at a time.

Here are 25 content types you can use on Twitter.

<table>
<thead>
<tr>
<th>Trending Topics</th>
<th>Competitions</th>
<th>Infographics</th>
<th>Video Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIFs</td>
<td>Quizzes</td>
<td>Links to Content</td>
<td>Respond to Tweets</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blog Posts</td>
<td>Live Events</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guides</td>
<td>How-To</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Interviews</td>
<td>Announcements</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>Advertisements</td>
</tr>
<tr>
<td></td>
<td>Step-by-Step Guides</td>
<td>Assessments</td>
<td>Fun Facts</td>
</tr>
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<td></td>
<td></td>
<td>Behind-The-Scenes</td>
<td>Q&amp;A’s</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case Studies</td>
<td>Twitter Chats</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Share Data</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Live Tweets</td>
</tr>
</tbody>
</table>

**POST FREQUENCY**

<table>
<thead>
<tr>
<th>LOW</th>
<th>MEDIUM</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 per week</td>
<td>14 per week</td>
<td>28+ per week</td>
</tr>
</tbody>
</table>

**ACTION POINT:** Which of these Twitter post types will you use?
LinkedIn

LinkedIn is heavily geared towards business and corporate communications. It’s full of working people looking for jobs, networking opportunities, and insights, as well as companies looking to build relationships with other entities. Social output on these platforms should be geared towards this sort of target audience to maximise your efficiency on LinkedIn.

These 15 content examples can guide your LinkedIn presence.

**POST FREQUENCY**

<table>
<thead>
<tr>
<th>LOW</th>
<th>MEDIUM</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 per week</td>
<td>5 per week</td>
<td>10+ per week</td>
</tr>
</tbody>
</table>

**ACTION POINT:** Which of these LinkedIn post types will you use?
PINTEREST

Pinterest is a high quality visual search engine where people can ‘pin’ things onto virtual boards. It is generally focused on visuals that represent lifestyle and interests in forms like photographs, infographics, animations, and cartoons. Prioritising valuable yet relatively easy-to-consume visuals is key to building a good Pinterest presence.

<table>
<thead>
<tr>
<th>Infographics</th>
<th>DIY</th>
<th>Products</th>
<th>Tips</th>
<th>Lifestyle</th>
<th>Special Occasions</th>
<th>‘How To’</th>
<th>Interests and Passions</th>
<th>Share Blog Posts</th>
<th>Inspiration and Ideas</th>
</tr>
</thead>
</table>

**POST FREQUENCY**

<table>
<thead>
<tr>
<th>LOW</th>
<th>MEDIUM</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 boards</td>
<td>25 boards</td>
<td>50+ boards</td>
</tr>
</tbody>
</table>

**ACTION POINT:** Which of these Pinterest post types will you use?
Instagram

Instagram is where you find young people. Littered with selfies and similar photographic content, it is perhaps the ultimate lifestyle social media platform. Use Instagram to push the lifestyle and experience you want associate with your brand.

These are 25 great content types to use on Instagram.

**POST FREQUENCY**

<table>
<thead>
<tr>
<th></th>
<th>LOW</th>
<th>MEDIUM</th>
<th>HIGH</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>5 per week</td>
<td>10 per week</td>
<td>20+ per week</td>
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</table>

**ACTION POINT:** Which of these Instagram post types will you use?
Google’s own social media platform is useful in that it is directly connected to users’ Google accounts. While it never reached a point where it competed with Facebook – as was speculated by some upon its announcement – it is still a valuable social space to build a community. It functions with social ‘circles’ and should be considered as another generalist social media platform.

**ACTION POINT:** Which of these Google + post types will you use?
YouTube is the king of online video content. A variety of statistics highlight that video is the internet’s preferred form of content, so don’t skimp on your YouTube presence. Videos can cover a wide variety of topics and styles, but what you should ensure is that you actively encourage subscription and interaction.

These 25 video types should be considered for your YouTube channel.

**Post Frequency**

<table>
<thead>
<tr>
<th>Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 per 2 weeks</td>
<td>1 per week</td>
<td>2+ per week</td>
</tr>
</tbody>
</table>

**Action Point:** Which of these YouTube post types will you use?
NEWSLETTER

Your newsletter is a crucial aspect of your community building efforts. Consistently providing your subscribers with valuable content allows you to build relationships with them. You then earn the liberty of adding some sales content to these newsletters, doubling up your community building efforts with some stealthy marketing.

Below there are 15 types of content that you could consider for your newsletter.

ACTION POINT: Which of these Newsletter content types will you use?
Your blog is a fantastic opportunity to provide your audience with useful information. In turn, they can subscribe to your newsletter, or comment – both of which helps to forge a community that will remain loyal. If you serve your audience’s needs, they will trust you and return for more.

**ACTION POINT:** Which of these Blog content types will you use?
WELL DONE! You’ve worked through our community building resource, and should now have a better understanding of which social media platforms fit your specific needs, and the types of content you should be posting on each.

If you’d like more help, don’t hesitate to contact us at Conversion Advantage through our website – www.conversionadvantage.com - or email us – info@conversionadvantage.com

To make sure you’ve worked through everything, here’s a checklist for you to complete.

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Pinterest</th>
<th>YouTube</th>
<th>Twitter</th>
<th>Instagram</th>
<th>Newsletter</th>
<th>LinkedIn</th>
<th>Google+</th>
<th>Blog</th>
</tr>
</thead>
</table>
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