



Top 10 Digital Marketing Terms You Need to Know

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Digital Marketing Guide

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The Top 10 Digital Marketing Terms You Need to Know

Women business owners age 50 and over are on the rise. They have the expertise, drive and desire to be innovative. Digital Marketing is crucial for a successful business yet it's an area where many fall short. This guide is designed to help you get comfortable with the terminology and ultimately, using digital marketing to promote and grow your business You'll find detailed explanations and quality resources. Enjoy!

About Sonya Ramsey

I help women business owners who happen to be age 50 plus, get comfortable with digital marketing so they can connect with their ideal client, easily turn them into raving fans and get repeat business.



I created this resource to give you an excellent foundation of digital marketing knowledge.

As a fellow middle-aged business owner, I know you're juggling lots of important things and you want to give everything you do 100% effort.

This resource saves you time because you'll get an understanding of what's right for your business and avoid wasting time on things that won't bring you new clients or revenue.

If you need further information, please contact me at sonya@simplysonya.co. I answer every email.

Enjoy!

Sonya Ramsey

"People don't buy products, they buy solutions."

Meredith Hill

What is Digital Marketing?

Hubspot defines it as: "Encompassing all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers."

You may also hear it being described as **internet marketing** or **online marketing**.

I like the word Digital Marketing because I think it sounds cool, but that's just me. The main thing I want you to know is that it can be highly effective, innovative and easy to manage as long as you plan and monitor your progress.

So, let's get started in learning the **Top 10 Digital Marketing Terms You Need To Know**.

Content Marketing & Customer Journey

1. CONTENT MARKETING

Consistently telling what you know so that your ideal client believes you have what it takes to solve their problems, improve their lives and businesses. Examples include website copy, blog articles, social media posts, online newsletters, videos, podcasts or any type of content that persuades people you are an expert and can solve problems. Use your own style to be interesting, fun quirky or whatever, but the MOST important thing is to ALWAYS focus on your customers. Share how you can solve their most pressing problems and they will always be interested in what you have to say.

2. CUSTOMER JOURNEY

Have you ever discovered a website that is supposed to help you with a certain issue? But, when you visit the website, you're confused. You can't find what you're looking for and you don't know what to do. The reason for this is that the website's creator did not consider the **customer's journey**. Your website needs to be created with a laser focus on what you want your website visitors to do when they get there. Do you want them to sign up for your newsletter? Learn about your new offer? Or download a guide that explains the way you solve their problems?

Here's what should do to simplify your website to make it easy for visitors to do what you want them to do:

1. Pick no more than 3 priorities for a specific page, such as your home page:

- Sell a product or service.
- Sign up for your newsletter.
- Fill out your contact form.

Then **pick one**. Make sure the content on that page supports your goal of having them do that one thing on the page. This is the customer journey. For example, your home page can be focused on getting visitors to **DOWNLOAD FREE RESOURCE**. This takes some advanced planning but once you consider your goals and understand your ideal client's needs, it's easy to implement.

This is an essential way to get website visitors to stick around and notice the awesome ways you can serve them

Your Ideal Client & Google Analytics

3. IDEAL CLIENT AVATAR

Understanding your ideal client's needs makes it easy for you to solve their problems and get more sales. Below are 10 things needed to create yours:

1. What are their age ranges.
2. What type of work do they do. Business owner, early, mid or late career, newly retired, about to retire, etc.
3. What's their family status.
4. How comfortable are they with the internet and social media.
5. How do they seek and attain new information.
6. What is their level of education
7. What is their income level.
8. Where do they live.
9. Are they homeowners, renters or perhaps live with relatives.
10. What problem do they have that you are uniquely able to solve.

Ideal client example: A woman business owner age fifty or older. Previously worked at a corporation and has seen several rounds of layoffs. She's fulfilling her dream of being a business owner by using her professional skills or learning something new. She's used some retirement savings, but is financially responsible in funding her business. She's methodically growing her business and routinely researches the latest marketing trends. She has a supportive partner/spouse, is a homeowner with an income of at least \$60,000 and up.

4. GOOGLE ANALYTICS

Have you ever been asked, "how did you hear out about us" while making a purchase? Businesses ask these types of questions in order to intimately understand your buying habits. By connecting your website to Google, you'll receive Google Analytics, which will tell you how a visitor heard about your and much more. Examples are: were they referred from another website, how long did they stay on a page, your most popular website pages, did they click a certain link or fill out a form. This allows you to get detailed information about your ideal client at your fingertips.

Keywords and Mobile Optimization

5. KEYWORDS

Determining your keyword phrases is one of the first things you'll do when planning your website and how you want to appear online. Keywords are the phrases your ideal client will use when searching for solutions to their problems. As a beginner you'll want to focus on about 3-5 keyword phrases. Example: let's say you're a financial planner who specializes in helping women early in their careers. Keyword examples are: young women and money; financial planning for college graduates; financial planning in your twenties; financial planning in your thirties:

These are terms that will be in your URL, identify your images, in your headings, sub headings and paragraphs. Keyword planning is an important part of planning your web marketing strategy, but for now let's keep it simple and focus on a few terms.

6. MOBILE OPTIMIZATION

The first-time people will view your website is usually on their mobile phone, so your website needs to look good on mobile. This includes larger buttons, reformatted content and differently optimized images. Sound difficult? The good news is that most website building platforms have incorporated the ability to create websites that are mobile friendly into their software.

Off and On Page Optimization

7. OFF-PAGE OPTIMIZATION

The **behavior of others** and how it affects the way Google serves up your website on the internet. Keeping it simple, let's focus on two very important factors:

Backlinks – This is exactly the same as having the recommendation of another trusted person. It is when another website, links to YOUR website. It's important to Google. Here's a few ways to get backlinks to your website:

1. Connect your Facebook page or other social media to your website.
2. Complete business profiles in at least 3 online directories: Google My Business, Bing Local and Yahoo Local
3. Submit your blog posts to industry websites.
4. Reach out to other influencers, bloggers and colleagues to get support.

Domain Authority – Another way search engines like Google determine if they can trust your website. Done by considering factors such as how long its been active and history of ownership.

8. ON-PAGE OPTIMIZATION

Things **you** can control to influence the way Google serves up your website.

Keywords – Words and phrases people will use to find solutions to their problems. Example search phrase: "how to conduct financial planning for a new college graduate".

Relevancy – Don't be stagnant. Regularly update your site to keep it vibrant.

Page Structure – This helps Google to catalog your site and give it importance.

- **Title Tag** – The title of your page and includes your keywords.
- **Meta Description** – The description that appears below your website address.
- **Header Tags** – Labels for sections and subsections and required by Google. Examples are: <h1>, <h2>, <h3>, etc.
- **Alt Tags** – Image descriptions and should include your keywords. Google will ignore sites without alt tags.

Social Media Marketing and Your USP

9. SOCIAL MEDIA MARKETING

Using social media outlets to promote and build your business is now mandatory. Most small business owners get stuck in overwhelm and tend to avoid it or use it sporadically.

The best approach is to choose one outlet you feel comfortable with and where your ideal clients hang out. It's highly important to post consistently and on a regular basis and analyze as you progress. You can also take a course or hire a professional. Whatever route you take, make sure it is something you can manage. It is a necessary activity, but most tend to avoid it because it feels confusing or overwhelming.

10. UNIQUE SELLING PROPOSITION - USP

When you do this right, it's easier to turn strangers into raving fans. A short but sweet way to determine your USP is to ***combine the service or product that you are strongest at delivering with the needs of your ideal clients.***

Here's a prime example:

My USP is: I help women business owners who happen to be age 50 plus, get comfortable with digital marketing so they can connect with their ideal client, easily turn them into raving fans and get repeat business.

My service: digital marketing

Client needs: to feel comfortable with digital marketing

P.S., You may also see this described as the Unique Value Proposition

Additional Resources

I know it helps to have more references, so I've included some valuable resources to help you accomplish some of the tasks that will enhance your online presence.

Resource	Website Address
Create your Unique Selling Proposition	https://fizzle.co/sparkline/unique-selling-proposition
Google Online Business Directory	https://www.google.com/business/
Bing Online Business Directory	https://www.bingplaces.com/
Yahoo Local Online Business Directory	https://smallbusiness.yahoo.com/local
Social Media Guide	https://solopreneurdiaries.com/solopreneur-social-media-strategy/
Create your own Customer Journey	https://blog.hubspot.com/service/customer-journey-map
Setup your Google Analytics account	https://www.jeffalytics.com/google-analytics-account-setup-guide/
How to figure out your Keywords	https://moz.com/beginners-guide-to-seo/keyword-research

I'm here to help.

Digital marketing can seem complicated and overwhelming, especially when you have tons of other things on your plate for your business, personal and family life. My goal is to provide simplification so that makes sense to you and your business. Ultimately, I want you to use the power of digital marketing to get more customers and grow your business.

I'm happily offering a FREE, 30 minute consultation for you to get individual attention and your questions answered.

Use the button below to schedule some time with me. Complete it and we'll connect.

Until then, I wish you prosperity and a fulfilling business.

[BOOK NOW](#)