

DIGITAL
DEMYSTIFIED

DO YOU FEEL LIKE DIGITAL MARKETING IS PASSING YOU BY?

Do you avoid getting into conversations about websites, digital marketing strategies and social media? Would you like to give your business the potential to reach half the world's population but don't know where to start?

Let's demystify digital.

This short booklet is a brief, no frills insight into the world of digital marketing and why it's becoming increasingly important when talking to your customers, clients and target audiences.

**WE BELIEVE
COMMUNICATION
SHOULD BE
AS SIMPLE
AS POSSIBLE.**

After all, no matter how much effort and strategic planning has gone into talking to your target audience behind the scenes (and there's usually a lot), the visual result and how we sound is what will stick in our customer's minds. They'll make a decision as to whether your brand is relevant to them in a matter of seconds.

This sentiment also applies when we're talking about digital technologies – let's face it, most people don't know the difference between Action Script 3 and HTML 5 canvas (we do, but we won't constantly bang on about it, we'll just get the job done in the most relevant medium for you and your customers).

**THE DIGITAL WORLD IS CHANGING.
DO YOU WANT TO BE A PART OF IT?**

WEBSITES WERE ONCE THE CROWNING JEWEL OF DIGITAL ACTIVITY, BUT NOW THERE ARE MANY WAYS TO TAKE YOUR BRAND INTO THE DIGITAL REALM.

This is great news. We can guide and help create digital communications which really represent your business and, more importantly, reach your target audience.

Here are some of the ways to digitise your brand...

WEBSITES ARE NOT DEAD

Arguably the most powerful tool within a brand's marketing suite is the (not so) humble website. The trick is to create a user experience that's relevant to your brand and to your customers. Websites should both validate and sell your brand, as well as give your brand a voice that your customers will want to talk to.

A website gives your customers access to your brand every day of the week, 24 hours a day, and has the ability to instantly take your brand global. Now that's powerful.

SELL YOUR WARES

If you're in the business of selling stuff then the internet and getting your products in front of a global customer base is where it's at. Create a shopping environment that suits your brand and design a user experience that will be relevant to your products or services, as well as your customers, and you'll nail it. The simpler the better - after all the name of the game is getting your customers to happily part with their cash.

CAMPAIGN MICROSITES

What can a microsite do that a full marketing site can't?

Here's the thing – create a website for your business, make it live, then it's all over, right?

It can be, but campaign sites or microsites can help you promote a specific service or product without having to restructure your entire marketing site. Microsites will allow you to be flexible with your communications and easily communicate with very specific target groups, without alienating your entire customer base.

TWITTER OR FACEBOOK? WHICH WILL YOU LIKE?

So, social media has transformed the way users behave online.

This is true – but how and why?

In short, communicating your brand through social networking sites gives your brand a tangible voice and a way for your customers and clients to talk directly with you. We all know the power relationships can have. By opening dialogue with your audience, you can easily tell them about new products or services that your brand can offer, without the expense or the lead-time which can accompany a traditional advertising campaign. What's more, you can get direct and virtually instant feedback on their thoughts, helping you to shape your business to suit customers needs at every touch point.

**THE NUMBER OF ADULTS
WHO BOUGHT OR ORDERED
GOODS OR SERVICES ONLINE
IN 2010 REACHED 31 MILLION.**

THERE'S AN APP FOR THAT

(AND THAT AND THAT AND THAT)

DIGITAL ON THE MOVE

Your audience is permanently switched-on, impulsive and ready to interact at the drop of a hat. With the introduction of smart-phones, smart-tablets and apps, your brand is now available to your customers whenever and wherever they are.

Mobile marketing technologies can be used to help strengthen or introduce your brand to a new customer group. They demonstrate that you are a progressive brand, not scared of change. This will help your brand remain relevant and more desirable to socially savvy customer groups.

APPS – WHAT'S ALL THE FUSS ABOUT?

Like mobile marketing, apps offer a portable forum for your brand to communicate. With millions of apps in the marketplace, will your app get lost? The best advice is don't create an app just for the sake of creating an app. Look at your brand's offering, listen to your customers and identify how you can make your brand experience more engaging, intuitive, friendly, simple, effective or connective.

If your brand sells products online, would it benefit from a timesaving shop app giving your customers a more convenient retail experience? There are endless ways to boost your brand presence through apps - all it takes is a smart simple idea that will keep your customers engaging with your brand day after day.

CONTROL AT YOUR FINGERTIPS

(BUT DON'T GET CARRIED AWAY)

MANAGE YOUR CONTENT

A content managed website allows you to get creative. It's the ultimate tool to keep your brand fresh. If you want to upload a news story at 3am on a Saturday then you can – even in your pants.

Keeping your brand's website updated is key to ensuring repeat traffic. Good content management is the flexible way to update your site without having to be a technical guru – if you can use Word (basics) then you can update your brand's website.

We have developed a content management system with the user in mind. SMOKE^{CMS} is an intuitive system that you'll be able to pick up in a matter of minutes and SMOKE^{CMS} can be built with HTML, PHP and Flash based websites.

SMOKE^{CMS} not only gives you the ability to edit your site, it can become the hub for your brand contacts and email marketing activity too – all built with the user experience in mind.

Come and have a chat with us about SMOKE^{CMS} and how it could streamline your brand's communications.

EMAIL MARKETING

Why not keep your database of customers updated with a targeted email?

Email marketing is a powerful tool which can strengthen brand awareness and increase traffic to your website.

The key is not to send too many marketing emails as you'll run the risk of them becoming trash-fodder. Instead, ensure you have clear messages, offers or incentives, which will provoke a response from your customers.

**IF YOU CAN'T BE FOUND ON
GOOGLE, YOU DON'T EXIST.**

HOW IMPORTANT IS IT TO BE FOUND?

With billions of websites online, how is it possible to find exactly what you're looking for? More importantly, how will your customers find you? Whether you like it or not, search engines play a massive role in the online world and the mother of all search engines is undoubtedly Google.

We often get asked "Can you get our site on the first page of Google?" And yes, with the right amount of time and realistic search terms, a well designed, built and optimised website should get you ranking highly. However, Google positioning is not an exact science – the very clever people at Google are constantly changing the way they view your site and categorise it. This helps keep things fair and minimise bad web developing (black hat SEO) where sites are littered with irrelevant keywords in the hope that Google will classify the site using all of the keywords.

Our approach to optimising your site starts by trying to understand what your target group may be searching for. We then ensure we include the relevant search terms on your website, which means we build the site in a search engine friendly way, and review and update regularly.

SEARCH ENGINE ADVERTISING

So, is there a way to instantly get your brand noticed on Google?

Search engine advertising or pay-per-click (PPC) campaigns can help drive traffic to your site. Using the information you gain from understanding what your customers search for, you can pay for your brand to appear against these search terms. This tool can be very useful to help launch new sites or products and helps gain instant interest with your brand.

We approach search engine advertising like a traditional advertising campaign. We first identify the audience and search terms, decide upon a campaign period and then evaluate its effectiveness. Without approaching search engine advertising in this way, the process could be very expensive and not massively effective.

THE DIGITAL WORLD IS CONSTANTLY EVOLVING — NEW WAYS TO DIGITALLY COMMUNICATE YOUR BRAND ARE BEING PIONEERED DAILY.

We pride ourselves on helping our clients choose the most relevant digital and non-digital way to communicate their brand to their target audience, and we would be happy to have a jargon-free chat with you about your brand.

WE KNOW THAT THE DIGITAL INDUSTRY IS FULL OF JARGON AND ACRONYMS.

So in the spirit of demystifying, here's a small jargon busting guide to the most frequently used digital and development terms...

ADWORDS

Google ads are keyword targeted and sold on a cost-per-click basis, in an auction which factors in click-through rates as well as maximum bids.

AFTER THE FOLD

Traditionally this term referred to all of the non-visible content which you would have to scroll down to see on a web page. However, the introduction of mobile devices and tablets, not to mention enormous screen sizes, means that it's becoming less of a consideration.

AJAX

This is a group of technologies that allows a website to send and receive data without having to refresh the page you're viewing. This allows websites to become interactive, even to the point where they can be considered online applications.

ALGORITHM

The formula that search engines use to calculate how relevant a web page is to a particular search. They change often to accommodate new techniques and cultural changes.

ANALYTICS

Why have a great website if you don't know how many visitors you're getting? Google offer a facility called Analytics that can give you up-to-date stats on your site – everything from where people enter your site, where they leave, how long they're there and from which city they viewed it.

BLOG

A blog is an extension of your website. When used correctly it should spark debate and show a sense of personality. Check out our blog at www.tribetalk.co.uk

BLOGOSPHERE

This is a descriptive term for the world of blogs and all of their connections.

BROWSERS

These are not just people who leisurely look at the internet – it's the actual software that enables you to view the internet. There are many different types of browser and each displays the internet in a slightly different way. This means, before a website is launched, it should be tested in all the major browsers: Internet Explorer 9/8/7, Firefox, Safari, Opera and Chrome.

CACHING

This is when a webpage is temporarily stored on your device. It remembers webpages, helping reduce the load times and lowers internet traffic.

CLICK-THROUGH-RATE (CTR)

The number of clicks on a link is summed up as a percentage of the number of views.

CMS

An acronym for Content Management System – this is the admin and control centre for your website. Here, you're able to change and add new pages.

CONVERSION RATE

A figure that represents the percentage of hits to a site that convert into sales.

COST-PER-CLICK

Every time someone clicks on a sponsored link after a search, it costs the advertiser a set amount of money for the privilege.

CSS 3

Stands for Cascading Style Sheets. This is a file that, once written, will quickly style your entire website. Once again there's a lot of noise around this in the digital world, but it's basically the latest version of the CSS language. As with HTML 5 there are a few compatibility issues with some browsers.

E-COMMERCE

In short, this is selling items or services over the internet.

EDM

This is an Electronic Direct Mail, which is essentially an email. It can be designed with the impact of a traditional Direct Mail, at a fraction of the delivery cost.

FLASH

This is a program developed by Adobe. It allows designers and developers to create very immersive user experiences, often with video, animation, sound and interaction, which is superior to other coding languages. Although Flash can be very seductive it's not compatible with all mobile and tablet devices.

GRID SYSTEM

Websites are generally designed to a grid, which gives an invisible structure to a website – allowing for easier, more natural and intuitive user experience.

HITS

This refers to the number of times a web page, image or video is viewed.

HOSTING

Your website needs a home. Your host is where your webfiles are stored on a server. Your URL is a direct address to the files on that server.

HTML 5

This is an acronym for Hypertext Markup Language. There is a lot of buzz around the capabilities of the latest version of the HTML language – in short, it lets you do cooler stuff than HTML 4 but there are some restrictions on which browsers support the language.

JAVASCRIPT

This is a development language which is often used in conjunction with HTML and CSS. Javascript can create dynamic user experiences with animation and image handling capabilities similar to Flash – however most mobile and tablet devices are compatible with Javascript.

KEYWORDS

The copy within a website can be keyword optimised so that it can be found within relevant Google searches. To improve this further, keywords can also be placed in the code so they can't be seen.

LANDING PAGE

When you click to a page from Google, the place that you arrive at is called the landing page. This can be tailored to individual searches, so you can send people to the most appropriate page.

LIKE IT

This Facebook phenomenon has found its way across the entire internet. It's a small thumbs-up style icon associated to news stories, videos, music, pictures, articles – in fact anything. When pressed, these icons will post a link on your Facebook wall sharing it with all of your friends. This has become a very important organic marketing technique which is spreading in popularity.

LOL

Associated with social networking, this is simply an acronym for Laugh Out Loud.

PAGERANK

Pagerank is where you appear on Google – Google will only send users to reliable, fresh and interactive sites.

PAY-PER-CLICK

This is a term used within internet advertising and refers to the advertiser paying a certain amount per click-through to the advertiser's website.

PHP

This is a very technical development language which will essentially power a database driven website.

RSS

Really Simple Syndication is a way of reading updates to sites, blogs, news and video in a standardised format. When a site uses an RSS feed, it allows people to use a third-party application to aggregate the updates into one place, from multiple sites.

ROLLOVER

A term used for a graphic that changes its appearance online when the mouse cursor rolls over it. Typically used in navigation areas to show the user a link is clickable.

SEO

Short for Search Engine Optimisation – this is the process of building a website optimised to certain search terms that search engines are easily able to rank within their results.

SSL CERTIFICATE

A Secure Sockets Layer (SSL) Certificate is a layer of encryption needed when handling personal data and payment details.

TAG CLOUD

A visual representation of words or tags, used on a website. Tag clouds help users to see what's being talked about on a blog or website.

TWEET

This is a statement or conversation posted on Twitter that is viewed by all your followers. Twitter is a very good way of starting a conversation with your target audience – it's short, sweet and will give your brand a human voice.

URL

Short for Uniform Resource Locator – this is your web address e.g. www.tribeuk.co.uk

W3C COMPLIANCE

The World Wide Web Consortium is an international group of experts, organisations and public members that work together to develop the Web Standards. By making a site that's W3C compliant, we make it accessible to everyone on the web, maximising its potential.

WEB 2.0

A marketing term that was thrown around a lot a few years back, when new possibilities in web design were beginning to be exploited. If someone tries to sell you a 'Web 2.0 solution', they're basically saying it's using the latest technologies. But you'd expect that anyway, right?

**THERE'S LOADS MORE
JARGON OUT THERE,
SO GIVE US A HOLLA IF
YOU WANT ANYTHING
ELSE TRANSLATING.**

If you'd like us to explain anything else in this booklet, just give us a call.

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