



Digital Marketing 101 for SMEs



Digital
Marketing?



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Clothes<strong> </strong></font> <br>  
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</div>  
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<div align="center"><a href="http://www.pawprintzpetboutique.com/dog-clothes-shirts.htm"></a>  
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</tr>  
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san-serif"></font><font color="ffcc66" size="2" face="Helvetica, sans-serif"><b><a  
href="http://www.pawprintzpetboutique.com/personality.htm">Personality T's</a></b></font></div>  
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<td valign="top" height="60" width="191" bgcolor="#FFFFFF"><div align="center"><font color="ffcc66" size="2" face="Gene  
Helvetica, san-serif"><b><a href="http://www.pawprintzpetboutique.com/dog-clothes-sweat.htm">Sweatshirts
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Why Digital Marketing?

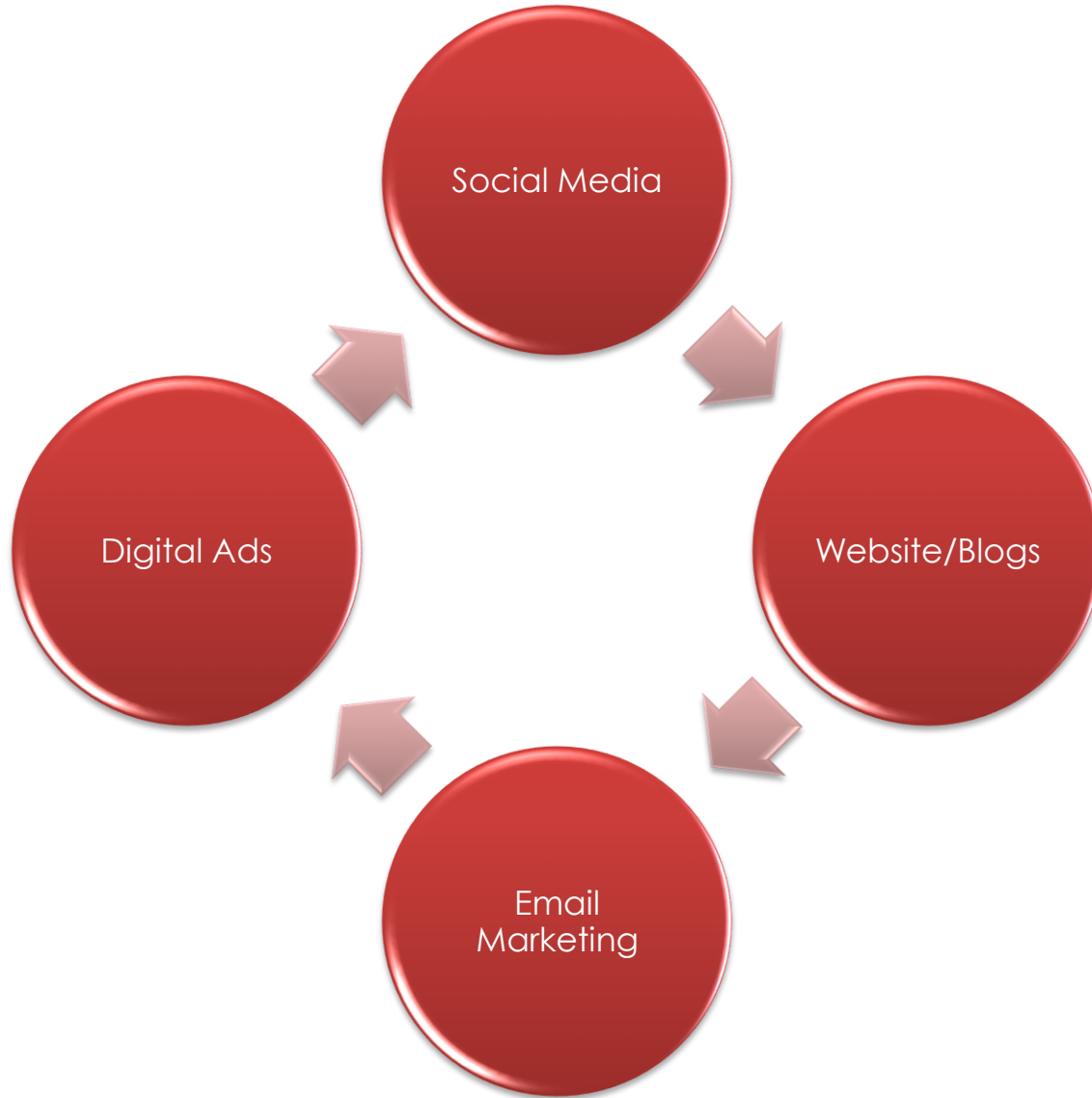


1st
KNOW
THY
AUDIENCE





2nd Know Thy Platforms







Think
Mobile!





Keywords

Build

Build

Build

Google buy shoes

All Images Maps News Videos More Settings Tools

About 151,000,000 results (0.86 seconds)

Buy Women's Shoes Online in Nigeria | Jumia - jumia.com.ng
[\(Ad\) www.jumia.com.ng/](#) ▼
Jumia Online Shopping Mall: Enjoy the Best Deals. Buy Now and Pay on Delivery.
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Get Top Quality Fashion Wears At Best Prices Now With 100% Satisfaction Online.
Secure Payment · Unlimited Discounts · Best Buy · 30% Off Watches · Easy Returns · Excellent Ser...
Brands: Dorothy Perkins, H & M, New Look, Marks & Spencer, Atmosphere
Blazers, Jackets & Suits · Don't Miss Our Top Offers · Sneakers · Epic Fashion Sale. Buy Now

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https://adwords.google.com/intl/en_ng/home/tools/keyword-planner/ ▼

Google AdWords Keyword Planner is a keyword research tool that allows you ...

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Keyword Planner is a free AdWords tool for new or ...

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Keyword Planner: Search for new keywords - AdWords Help

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With **Keyword Planner**, you can find new keyword ideas for your Search Network campaigns that are relevant to your product, service, and target customers. **Keyword Planner** will show you historical statistics such as search volume data for these keywords so you can decide whether to ...

Keyword Tool #1 FREE Alternative To Google Keyword Planner for SEO

<https://keywordtool.io/> ▼

Keyword Tool Is The Best Alternative To Google **Keyword Planner** And Other Keyword Research Tools. Here are a few reasons why: Free version of Keyword ...



Website/Blogs- SEO

Content is King

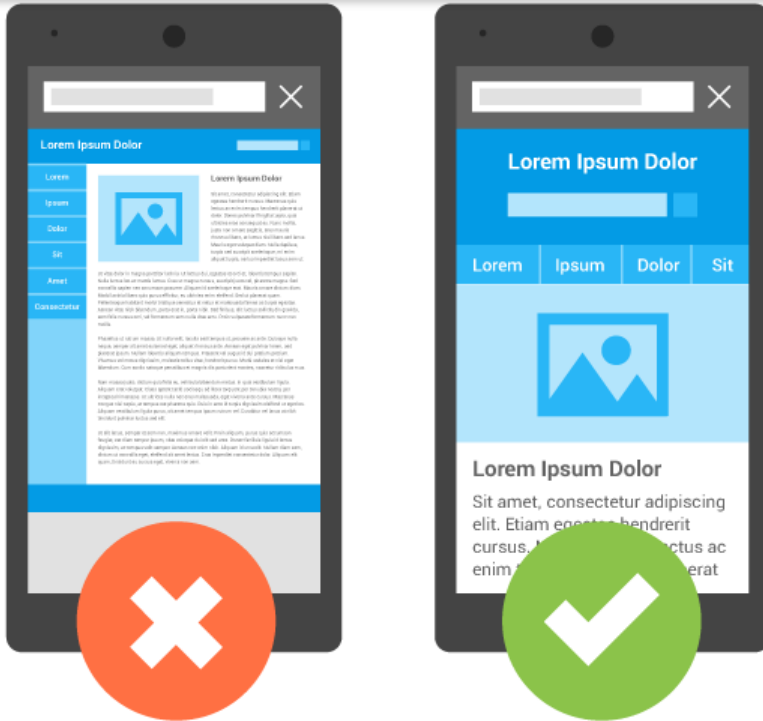
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Website/Blogs- SEO

Content/placements for Mobile



1. Be concise
2. Text is easily readable
3. Use same theme as the website- colors, fonts
4. Ensure the screen isn't cluttered
5. Make use of white space.
6. Users don't have to magnify the site in order to use it. There shouldn't be any horizontal scrolling. All elements should fall in a nice vertical line
7. There should be very few distractions. Reduce the hyperlinks unless highly necessary

This will help optimize mobile conversions through user experience



Email Marketing

1. Grow your database
2. Decide your mailing theme
3. Personalization- Content
4. Add your social media links
5. Ensure your unsubscribe button is live



MailChimp

Elastic  Email
Email delivery service.



Digital/Social Ads

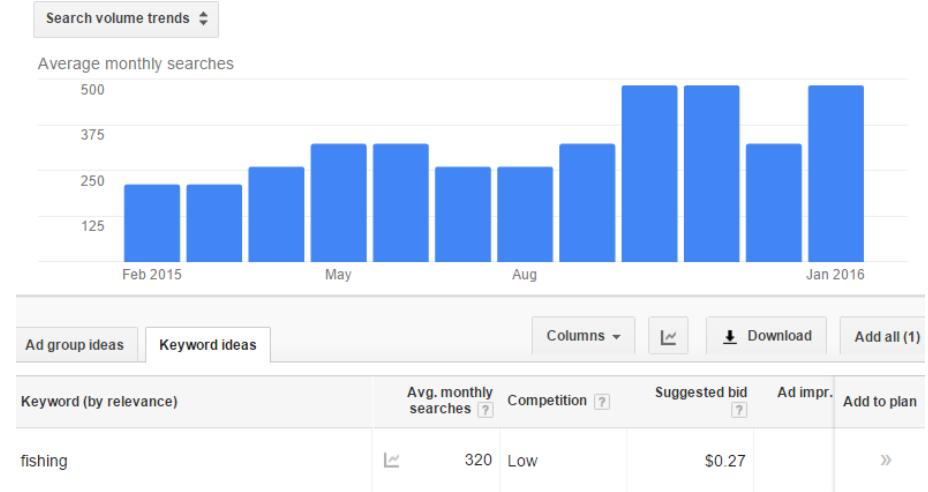
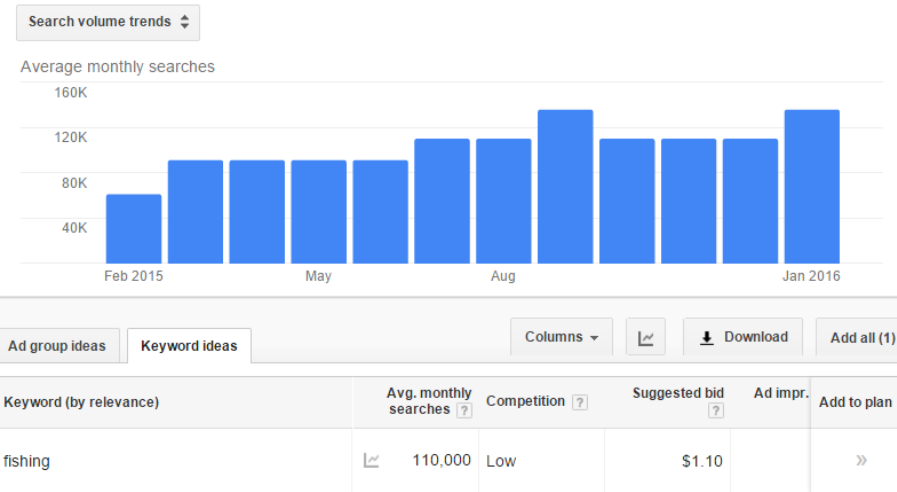




How To Select High-performance Keywords



USA

NIGERIA



1. Google Display Planner
2. Use relevant keywords
3. Keep following trends as they affect traffic



Google hotels  

[All](#) [Images](#) [Maps](#) [News](#) [Apps](#) [More ▾](#) [Search tools](#)

About 1,340,000,000 results (0.64 seconds)

Hotels - Hotels.com
Ad www.hotels.com/Hotels ▾
Hotels.com Official Site. Hundreds of Thousands of Hotels!
Earn Free Hotel Nights · Best Price Guarantee · Luxury Hotels · Guest Reviews
Types: Hotels, Motels, B&Bs, Inns, Hostels
“Online Travel Service Brand of the Year” – 2015 Harris Poll EquiTrend

| | |
|---|--|
| 1/2 Price on Great Hotels Big Discounts on Popular Hotels. Best Price Guarantee at Hotels.com. | Today's Hotel Deals Search & Book Cheap Hotels online. Hotels with Free Wifi & Breakfast. |
|---|--|

Hotels: Booking.com - Lowest Price Guarantee
Ad www.booking.com/Hotels ▾
Book at over 856,000 hotels online
Best Price Guarantee · No Booking Fees · Secure Booking · Free Cancellation
World's Leading Online Travel Agency Website – World Travel Awards
[Book Now](#) · [Book for Tonight](#) · [Book for Tomorrow](#) · [No Booking Fees](#)

Hotels.com | Cheap Hotels, Discounts, Hotel Deals and Offers
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Search & compare hundreds of thousands hotels to find the right room using real guest reviews. Earn free nights & get our Best Price Guarantee – booking has ...
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A N A L Y T I C S





stalker

This is the
only time
you
wont be
judged!

1. Quintly
2. Direct Google Search
3. Alexa
4. Similar web



WEBSITE TOOLS

FREE

1. Google Analytics

PAID

1. Crazy Egg.com
2. Compete.com
3. Woopra
4. Spring Metrics

SOCIAL MEDIA TOOLS

FREE

1. Insights from SM platforms

PAID

1. Union Metrics
2. Social Bakers
3. Simply measured
4. Iconosquare
5. Sumall
6. Keyhole.co





1. Spark Post
2. Text2pic
3. Afterlight
4. SquareFX
5. Giant Square
6. Boomerang
7. Hyperlapse
8. Pic play postzz