



Create a field of dreams with
your digital marketing.



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Build it & they won't come.

MISSING YOUR FIELD OF DREAMS MOMENT

In the early days of the internet, businesses could put up a simple website that served as a digital brochure or storefront and that was enough to attract customers. That is no longer the case. Though statisticians differ on the actual number of websites on the internet today, they guesstimate between 2-4 billion. For perspective on how fast the internet has grown, in 1991 there was ONE website. In 1992 there were 10. In 2008 there were [172 million](#).

THAT IS A LOT OF COMPETITION FOR YOUR DIGITAL STOREFRONT.

Entrepreneur Steve Blank says, “[Build it and they will come is not a business strategy, it's a prayer.](#)”

We are no longer in the world of Kevin Costner and the Field of Dreams when you could simply build a baseball stadium, a website, put up a storefront, or launch a new product and expect people to make a buying decision. That was 1994. Today, Costner's “build it and they will come” strategy is similar to putting a baseball stadium in the middle of California's Interstate-405, without warning, a plan, a construction strategy, or a hope of contextualizing why in the world a baseball stadium is being built in the middle of I-405 in the first place.

TO SUCCEED IN DIGITAL MARKETING, YOU NEED A MULTI-CHANNEL STRATEGY.

Similar to creating a successful baseball franchise, digital marketing requires a multi-channel, multi-tiered approach. The stadium is equivalent to your website. How you get people interested in the website, your services or products, and most importantly, your brand is digital marketing. This eBook discusses how and what to build out to ensure your digital marketing strategy hits a homerun.



CHAPTER I

Discovery: What's In Your Field?



What's in your field?

YOU NEED MORE THAN JUST A WEBSITE TO SUCCEED IN DIGITAL MARKETING

Websites are a key part of your marketing strategy, however, you need more than just a great website to be successful. If you are reading this eBook, there is a good chance you are experiencing one or many of the following pain-points.

- Traffic is down on our website
- We want to increase traffic to our website
- We just redesigned our homepage/ added a contact us page/ rewrote the content/ added pictures/ insert your own, but it's not driving any more traffic to our site
- We joined LinkedIn and Twitter, set up a Facebook page, and added all the icons to our website, but now what?
- There is a new competitor in the field who is stealing our website traffic (we think)
- We're a new company, we built a website, so now what do we do?
- We built our own website but it does not seem to be working
- My phone is still not ringing
- The peaks and valleys of sales contacts are too far apart

ONE OF THE BEST TOOLS IN YOUR DIGITAL MARKETING EQUIPMENT BAG IS KNOWLEDGE ABOUT THE PERFORMANCE OF YOUR WEBSITE.

This includes information such as: how many people visit your website each week and where they come from. This information from website analytics (such as Google Analytics) can tell you if your digital marketing strategy is working or conversely, if you are batting zero. Your website turns the lights on your digital marketing strategy so you can investigate whether or not you are being "rained out." (Too many baseball analogies? Sorry, we can't resist :))

Well, you get the idea. But it IS important that we examine our current metrics first as a part of the discovery portion of our work together.



Now it's your turn

Use this space to work through the exercise.

Chapter 1: Time Out

INTRODUCTION

Before reading any further, take 30 minutes, examine your website's metrics, and answer the following questions.

Note: You can easily find this information in your Google Analytics account (if you have one). If you do not yet have a Google Analytics account, the good news is that it is free and relatively [simple to set up!](#)

1. Has traffic increased or decreased in the last 6 months?
2. Is there an explanation for traffic change - if so what is it?
3. Did you add a section to your website hoping to see increased traffic, but you haven't gotten the results you wanted?
4. Is social media not driving the results you expected?
5. Has your blog not performed as expected?

If you have social media channels set up, run analytics on those, too. Once you are finished with your discovery, go on to the next section.



CHAPTER 2

Build: Use the Right Tools





Use the Right Tools

You wouldn't use a baseball bat to build a stadium, nor would you use a hammer to play baseball. If you want to attract the right players, visitors, and key stakeholders to your digital brand, use the right tools.

In this section, we will explore answers to the following questions:

- What are the TOOLS available to me?
- HOW do I use them?
- WHAT are they used for?
- How do I use the tools TOGETHER to attract an audience?

DIGITAL MARKETING TOOLS

The tools you choose for your business will largely be dependent upon your objectives and needs. We've included a list of the most used digital marketing tools below, along with a description of each. This list includes some of the basic digital marketing tools that most effective businesses are using in their digital marketing strategy. More advanced tools are listed at the end of this section.

- **A/B testing:** A/B testing is when companies create 2 versions of the same web page for the purpose of testing which page performs better for visitors of the website.
- **Affiliate Marketing:** Affiliate marketing is an agreement between product or services where an online retailer pays a commission to an external website for traffic or sales generated from its referrals.
- **Content Creation:** Content creation is the contribution of information to any media source (think websites, social media channels, blogs, video) for an end-user/audience in specific contexts.
- **Content Curation:** Content curation is the process of gathering articles, information, and research relevant to a particular topic or area of interest.
- **Social Media Ads:** Social network advertising, also social media targeting, is a group of terms that are used to describe forms of



online advertising that focus on social networking services.

- **PPC:** A marketing model where a company that has placed an advertisement on a website pays a sum of money to the host website when a user clicks on to the advertisement. It is a way of buying visits to your website instead of waiting for your website to show up in organic search results.
- **Retargeting:** Behavioral retargeting (also known as behavioral remarketing, or simply, retargeting) is a form of online targeted advertising by which online advertising is targeted to consumers based on their previous Internet actions.
- **Social Listening:** Social media measurement, social listening, or social media monitoring is an active monitoring of social media channels for information, usually tracking of various social media content such as blogs, wikis, news sites, micro-blogs such as Twitter, social networking sites, video/photo sharing websites, forums, message boards and user-generated content in general as a way to determine the volume and sentiment of online conversation about a brand or topic.
- **SEM:** SEM stands for Search Engine Marketing. This is a online marketing strategy that increases the visibility of websites in search engine results pages (SERPs) through paid advertising.
- **SEO:** SEO stands for Search Engine Optimization. SEO is the process of capturing traffic from search engines. It is considered organic because it is free.
- **Website Analytics:** Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage. Web analytics provides information about the number of visitors to a website and the number of page views.



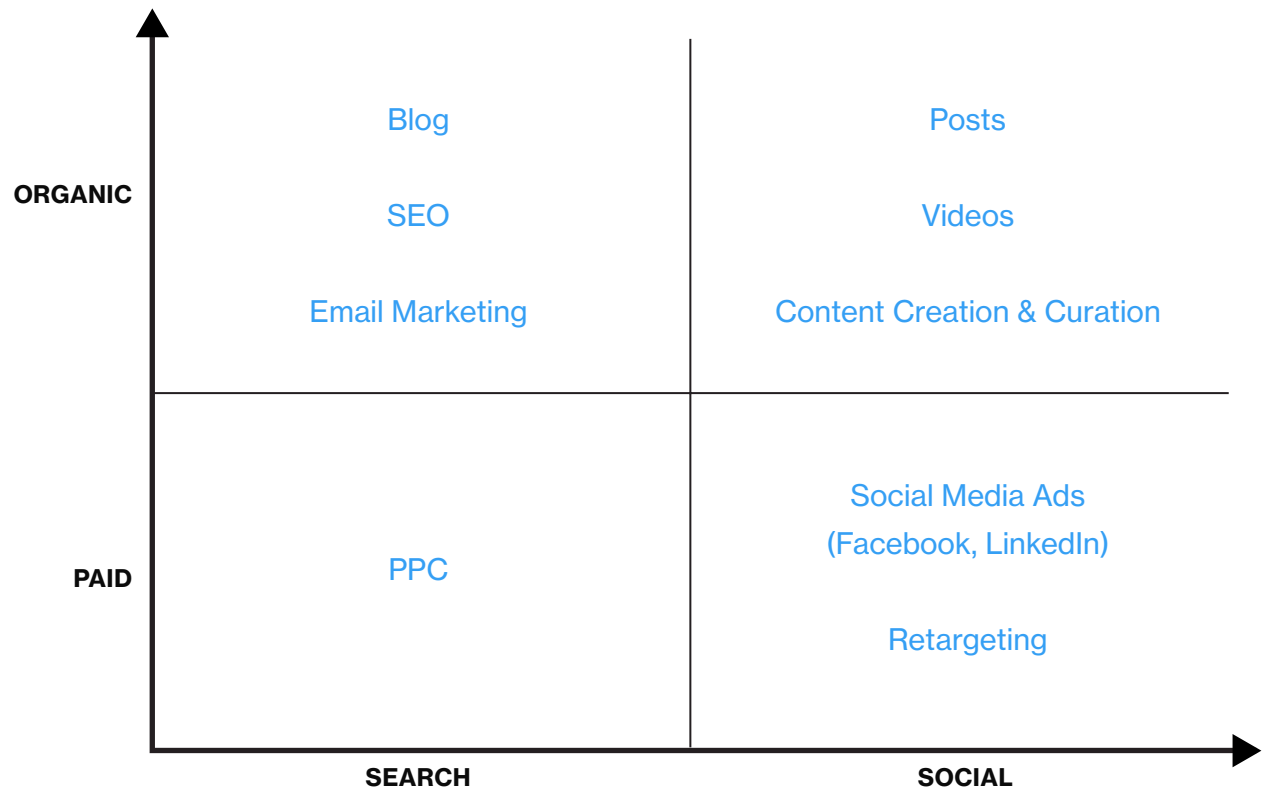
DIGITAL MARKETING TOOLS

- Active Campaign
- Adespresso ads
- Adespresso Blog
- Ahrefs
- Ahrefs Blog
- AppAnnie
- Behance
- Bing Ads
- Bootstrap Studio
- Buffer Blog
- Buzzstream
- Buzzsumo
- Canva
- Color Picker
- Confluence
- Content Marketing Institute Blog
- Data Scraper
- Digital marketer
- Dribbble
- Evernote
- Facebook Ads
- Facebook Analytics for Apps
- Facebook Audience Insights
- FB Pixel Helper
- Flatpack
- Google Adwords
- Google Analytics
- Google Analytics
- Google Analytics
- Debugger
- Google Analytics
- URL Builder
- Google Keyword Planner
- Google Tag Manager
- Google Trends
- GrooveHQ Blog
- Headreach
- Hubspot Blog
- Jira
- Jon Loomer Blog
- Lapa.ninja
- Marvellapp
- Medium
- MOZ Blog
- Neil Patel Blog
- pCloud
- Pitchbox
- Pocket
- Search Engine Land
- Serpstat
- SimilarWeb
- Slack
- Tag Assistant
- Todoist
- Unsplash
- Webris
- Yandex Metrica

There are more Digital Marketing tools in the market than we have time to explore in this eBook. Each of the tools performs a different task to meet a different objective. We have listed some of the tools available to you to the left.

MATRIX OF ATTRACTION

Used correctly both individually and together, these digital marketing tools will create a “matrix of attraction” that will “magnetize” people to your brand. We will only discuss a few of the most important tools in this section; Those tools that we recommend become a part of every digital marketing strategy.





Now it's your turn

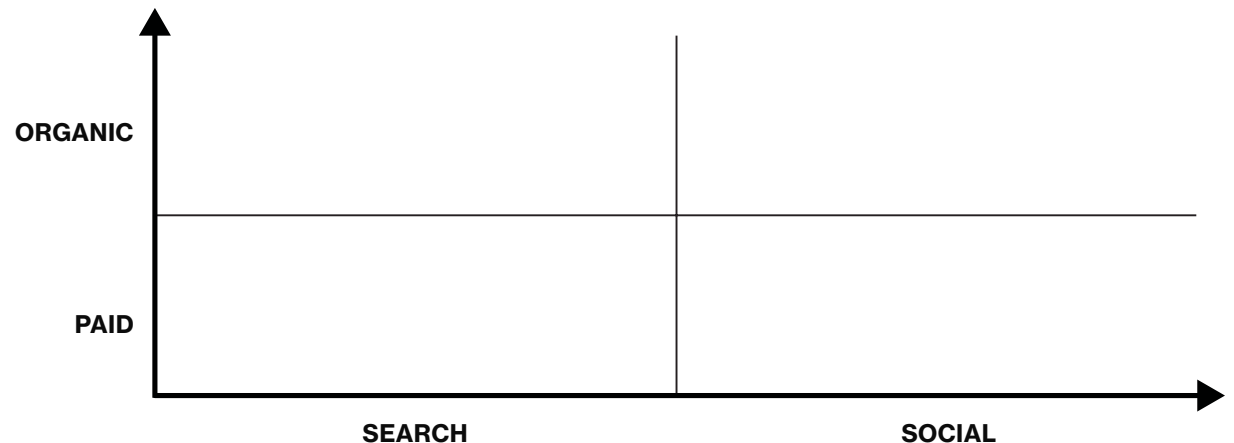
Use the grid to the right to work through the exercise. You can use the space below to make a scratch list.

Chapter 2: Time Out

INSTRUCTIONS

Build your own matrix.

1. Using the following diagram, list the tools that you are using in the highlighted boxes below.
2. Highlight the tools that are drawing the most visitors to your website.
3. Circle the tools that are leading prospects to not only visit your website, but also convert into customers.
4. Place a star by the tools that are creating the best return on investment (ROI). Use this formula.
5. There are multiple ways to calculate ROI so we'll focus on keeping it simple:
 - $ROI = \text{gross profit} - \text{marketing investment} / \text{marketing investment}$
 - $ROI = \text{customer lifetime value} - \text{marketing investment} / \text{marketing investment}$
 - Note: ROI can be calculated for specific ads, campaigns, by marketing channel, or by overall marketing budget.





CHAPTER 3

Attract: Getting the Right Players to Your Field





Getting the Right Players to Your Field

If you've seen the movie *Field of Dreams*, you know that after hearing "the voice" Kevin Costner builds a baseball diamond in his fields that lures the old Chicago Black Sox from the magical cornfields.

You've built out your digital tools, you feel confident that your website has content and design ready for visitors, now it's time to attract the right "players" (i.e., customers) to your "Field of Dreams." The following tools, used correctly and in the right combination, will help you engage with prospects more effectively and convert them into clients.

SOCIAL MEDIA

"Social media is not Facebook. Nor is it YouTube. Neither is it blogging or tweeting. Facebook, YouTube, blogs, and Twitter are merely platforms and channels; players on a much broader stage collectively referred to as social media."¹

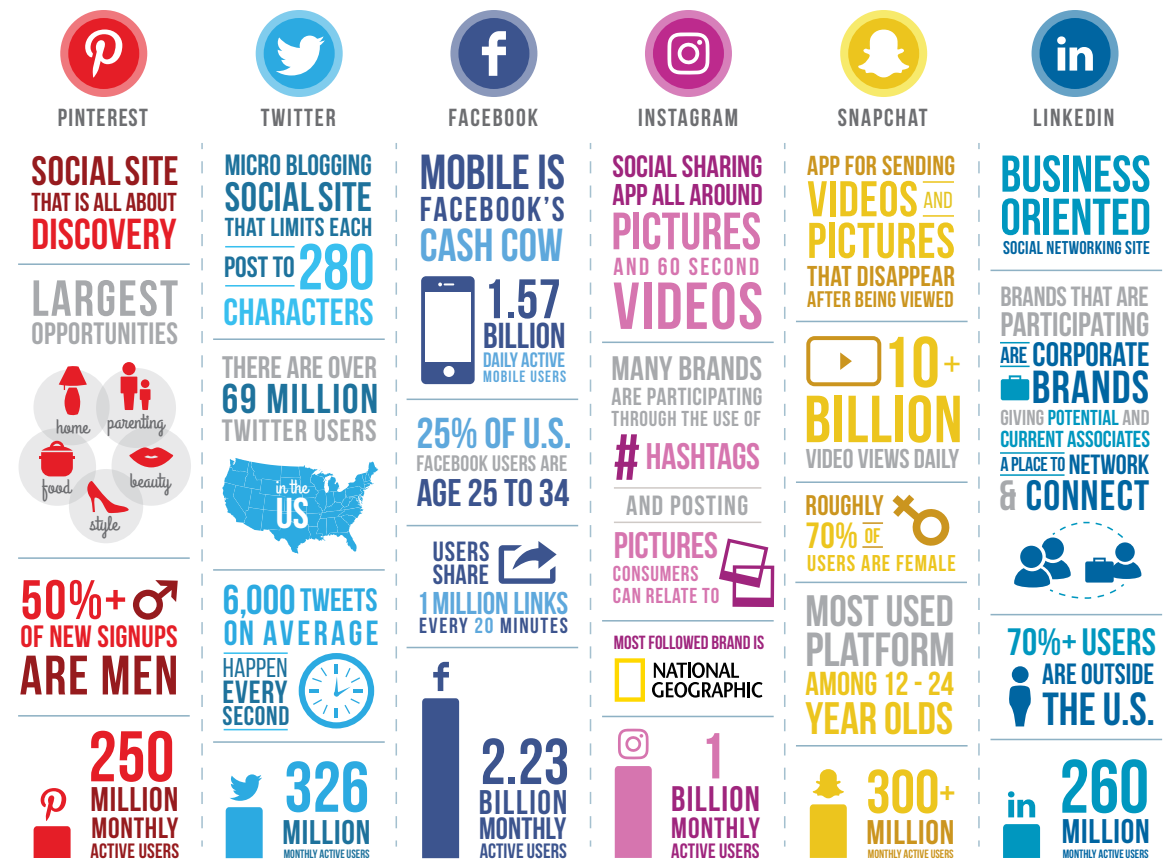
Because of the multitude of channels available for socializing your content – and new ones being developed every year – it can be difficult to know which channel is the best for your business needs. Before explaining the different channels and what each one is used for, ask yourself this important question:

"What do I want the digital marketing channel to accomplish for my brand, product, or service?"

1 Wankel, Charles. *Teaching Arts And Science With The New Social Media*. 1st ed. Bingley, UK: Emerald, 2011. Print.



Once you have an answer to that question, you will be better armed to select a channel, or combination of social channels for your business. The infographic posted in Leverage New Age Media below explains the purpose, statistics, and size of the largest social media channels¹



Statistics as of 12.27.2018. Designed by: Leverage - leverage.stl.com

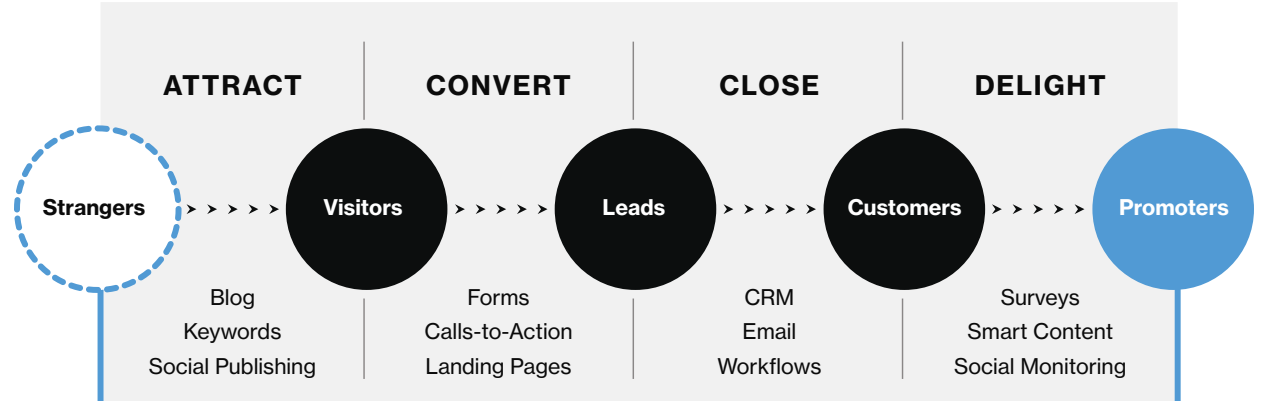
¹ Laura Benson. (2018, December 27). 2019 Social Media Comparison Infographic. *Leverage New Age Media*. <https://www.leverage.stl.com/social-media-infographic/>



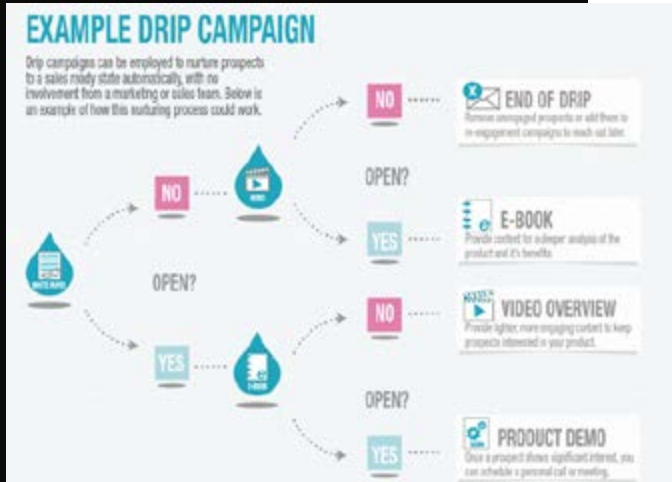
Lead Generation

When a prospect indicates interest in your organization's product or service, they become a lead. Prior to the prospect being qualified as an actual lead, you had to attract them to your product or service. The process of attraction is called "Lead Generation" and is made up of a variety of different types of activities that help entice strangers to take a second look at your business offering.

Lead Generation is a component of [inbound marketing](#) that falls within the second stage of the marketing funnel below.



When a visitor arrives at your website, the objective is to convert them from casual lurker to a qualified lead. The best way to do this is to include forms, landing pages, or calls-to-action that require the visitor to show "interest" by entering their name and email. Once you have captured their information, they move from visitor to lead and be kicked into your lead generation campaigns.



Drip Campaign

This type of campaign is also known by other names such as drip marketing, automated email campaign, lifecycle emails, autoresponders and marketing automation. Drip campaigns are automated according to a set of parameters that you establish when you set up the campaign. Salesforce states that these campaigns:

“send a set of messages or content to sales leads at the right moment to move them through the sales cycle...[that] allow you to consistently ‘touch’ leads with relevant information based on time intervals, actions taken by prospects on your website, or other parameters, freeing up valuable marketing and sales resources without neglecting your prospects.”

According to MyEmma, automated emails get 119% higher click rates than broadcast emails and relevant emails [drive 18x more revenue than broadcast emails](#). When you nurture your lead through the buying cycle via relevant, engaging content, the statistics show they are more likely to convert to a customer.

[Salesforce created the flowchart](#) to the left as an example of a drip campaign.



Now it's your turn

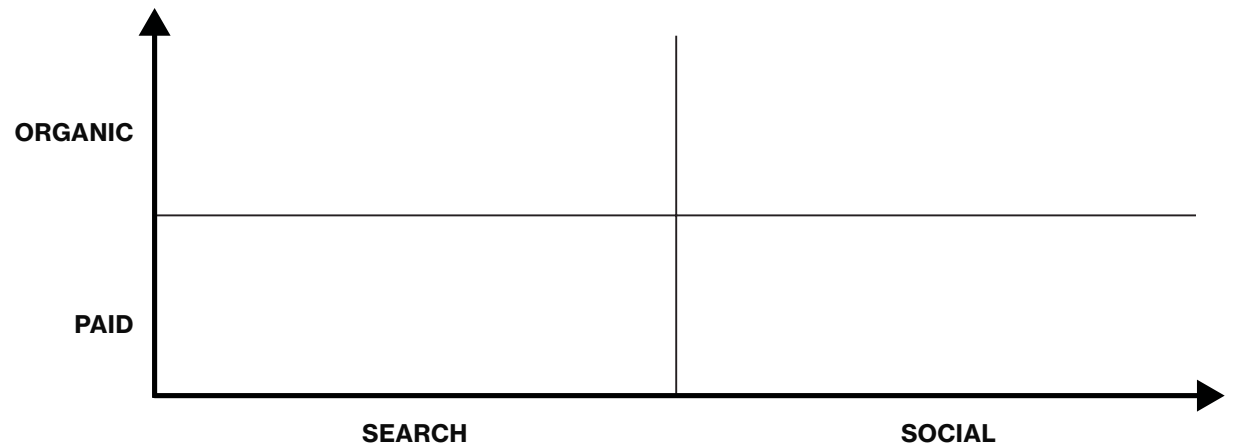
Use this space to take notes.

Chapter 3: Time Out

INSTRUCTIONS

Now it's your turn to expand the matrix you first created in the last chapter.

Using your matrix of attraction and the information you have just learned in the social media and digital campaigns section, how can you augment the matrix to include additional strategies to reach your customers? We've added a column to help you expand your attraction strategy.





CHAPTER 4

Play Ball: Executing Your Digital Marketing Strategy

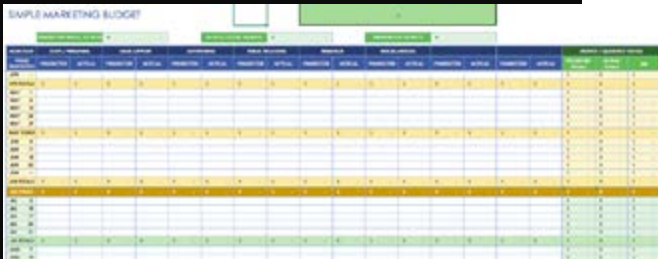


Executing Your Digital Marketing Strategy

TIME TO PLAY BALL!

You've learned about all of the digital marketing opportunities available to you, seen the purpose of each. Now it's time to "play ball" and set up your strategy. You've started this with the matrix of attraction. That is your "if I had no monetary constraints" or "Field of Dreams" digital marketing scenario. Realistically, we must plan with our budget in mind.

Rather than starting from scratch, we recommend using one of the following templates from [SmartSheet](#), one of our favorite websites for pre-created Word and Excel templates.





Now it's your turn

Use this space to take notes

Chapter 4: Time Out

INSTRUCTIONS

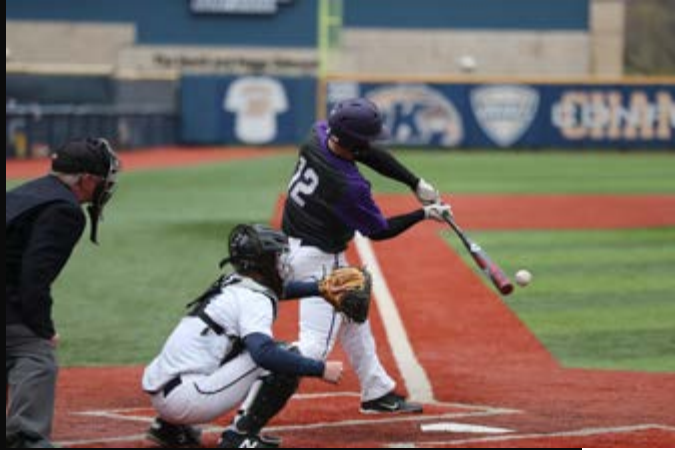
Download the budget worksheets on the previous page and start to fill them out using the digital marketing information you have gained from this field guide.



CREATING A FIELD OF DREAMS WITH YOUR DIGITAL MARKETING

CHAPTER 5

Recap: The Results



Recap the Game

WHAT'S NEXT?

In this guide you've learned more about what digital marketing is and the different channels and tools available to you. We've included a matrix that will help you map out your ideal digital marketing plan, as well as some budget templates to help you map your plan to the dollars available in your budget.

We hope that after reading this guide, you will be well-prepared for digital marketing. Yet even with all of these tools, digital marketing can be overwhelming.

If you find yourself in need of a customized plan and coach to help with your digital marketing needs, we can help!



Final Word

If you would like to ask us questions, we'd love to chat. You can reach us through our website, by phone (717.261.0111), email, or even a carrier pigeon if you happen to have one.

Thanks for reading!

ABOUT CROSS & CROWN

Cross & Crown is a team of creatives who are passionate about solving problems through design and technology, taking what is there and making it better. Based in Chambersburg, PA, we strive to help educate, advocate, and thrive in a digital world.

Contact us today to see how we can help!

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