Digital Marketing Cheat Sheet

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SEARCH

SEARCH ENGINE OPTIMISATION

1. Decide on a **primary** and **secondary keyword** and include these keywords in your webpage copy and any subsequent editorial you produce relating to the conference/event you are promoting.
2. Your primary keyword should also be included in your **url, page title** and **meta description**.
3. Use the free **Google Trends tool** to identify search trends for your keywords. Align your marketing campaign to capitalise on spikes and minimise dips.
4. **Google Trends can inform your content strategy** – search for your primary keyword and look at what the 'related topics' and 'related queries' are, write content based on these queries to help reach a wider audience.
5. Don't forget about **site search** – before you launch your campaign run a site search and ensure your landing page is returning in the first couple of results. If a page from a previous year's conference exists redirect it to the most recent/ relevant landing page.

IMAGE LOADING

REDUCE IMAGE SIZE

The file size of your images impacts how quickly a page, email or social post loads, large images use more bandwidth, improve user experience by using an image optimisation tool such as tinypng.com to reduce your image size by 50-80% while preserving visual quality.

EMAIL MARKETING

- **Optimise your call to action...** in your email marketing template to ensure it as clear as possible.
- The **timing** of your email campaigns will have a big impact on performance, test the time and day you issue email campaigns to find out the perfect time for you.
- **Measure the performance of email marketing** through open rates and click through rates and also the impact click throughs have when they reach your site, do they lead to conversion?
- **Set targets for what you want to achieve** from an email marketing campaign.

1000 Database
+ 20% Open Rate
+ 10% Click Through Rate
= Target Clicks 20

CAMPAIGN URL BUILDER

Add tracking parameters to your urls to measure the performance of individual tactics in your campaigns. Google offer a free tool that allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics - ga-dev-tools.appspot.com/campaign-url-builder/

SOCIAL MEDIA IMAGE SIZES

If you are sending standard posts on social media use the following image sizes:

- **Facebook** – 1200x628px
- **Instagram** – 1080x1080px
- **LinkedIn** – 1200x630px
- **Twitter** – 910x510px

HELPFUL LINKS

1. **Tiny PNG**
   tinypng.com
   reduce the size of your images to make them more web friendly without reducing the visual quality.
2. **Google Trends**
   trends.google.com/trends
   identify search trends relating to your keywords.
3. **Google Keyword Planner**
   ads.google.com/intl/en_uk/home/
   helps you find out your primary and secondary keywords as well as informing future content streams.
4. **Campaign URL Builder**
   ga-dev-tools.appspot.com/campaign-url-builder/
   compare the performance of campaign tactics but adding tracking code to your links.