

DIGITAL MARKETING STRATEGIES

KORAY ODABASI

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DIGITAL MARKETING STRATEGIES

DISCOVER **“DIVIDE & CONQUER”** METHOD

ACHIEVE MAXIMUM CONVERSION

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INTRODUCTION

Hi.

If you are looking for a digital marketing book that describes useful, tested and effective strategies in an easy to understand way, you are in the right place.

As a professional who has been working in the field of digital marketing for almost 20 years, I know which strategies will be effective and will yield concrete business results.

In this book, I will tell these in a clear, explicit and result-oriented way.

To help you get results, I will provide 30-item checklists at the end of each chapter. Using them, you will be able to review the topics I have covered in each chapter.

I will also include a special section at the end of each chapter, focusing on the things you need to do to implement this knowledge in your campaigns after reading this book. This will eliminate the gap between reading the book and taking action, as is the case in many other books.

Many brands have already implemented "Divide and Conquer" method and significantly improved their digital marketing conversion.

I am sure that this method will be useful to you as well.

Are you ready?

Let's begin.

CHAPTER 1

DIVIDE AND CONQUER MENTALITY

If you treat each person differently than they really are, they will naturally not be interested in your marketing message.

It Is 2020 and Achieving Conversion Is Still One of the Biggest Problems!

Countless articles, presentations, books, and videos have been trying to explain how to achieve digital marketing ROI since the very first day, but the topic still remains as one of the biggest problems even in 2020.

Brands spend significant budgets to bring more people to their websites but in most of the cases, the commercial results do not reach satisfactory levels.

Could it be because they don't give priority to the "right" traffic rather than "more" traffic?

Many marketers agree that every person is unique, and they will give the best response to the marketing messages that overlap with their perspective the most.

However, when it comes to practice, this mentality is ignored. Almost all of the digital marketing campaigns are designed to convey a small number of messages to a large number of people.

If you treat each person differently than they really are, they will naturally not be interested in your marketing message.

The number of global internet users exceeded 3.8 billion in 2017, indicating that people from all walks of life are on this platform. They are from different geographical regions, they have different demographic structures, interests, and values.

You cannot treat everyone the same.

Did you know that in a survey that was conducted in September 2017 on mobile phone face recognition software, 39% of the par-

ticipants expressed negative opinions while positive opinions remained only at 34%?¹ (26% stated that they had no idea).

Now, is it rational to give the same marketing message to all of these segments?



If you want to influence and motivate people, you need to approach each person in a way that matches his/her perspective.

To achieve this, you should divide your target audience into smaller segments and deliver the most relevant marketing messages to each segment.

In this way, you can address their needs perfectly and stand out amongst hundreds of other marketing messages to be the first preference of these people.

Here's the opportunity! Other companies do not act accordingly. If you act now, you can benefit from it.

¹ <https://www.emarketer.com/Article/How-Do-Consumers-Really-Feel-About-Facial-Recognition/1016556>

Many companies nod in approval when they are told about the benefits of target audience segmentation and communicating with each segment through tailored messages.

However, when it comes to practice, they hesitate to take action, saying things like “let us think about it” or “let us talk about this with our agency”.

Rather than thinking about the efficiency of the relevant message to each segment, company executives generally think like “let the large group of people see us now, maybe they will buy our products in the future”.

Unfortunately, the web environment is noisier than ever, and it is getting incredibly hard to get the attention of people by standard marketing messages.

If you can group people with similar characteristics into segments, you can differentiate your marketing message and bring tailored solutions to each segment.

This is the only way to get the people’s attention in 2020.

Facebook data scandal in 2018 proves this point. The news in the media focused on data sharing and privacy concerns. But when we approach the issue from a different perspective, it is also seen that profiling the target audience (within the legal framework) and delivering tailored messages to each segment has the power to change people's opinions.

It is good for you that others don’t do it.

“We do not have enough employees, we have a huge workload, our agency is doing something, but we do not know exactly what they are doing.”. These are some of the answers they provide.

If you act now, you can seize the opportunity!

How Can You Get the Attention of Users Who See Hundreds of Other Messages Every Day?

Today's consumers see hundreds of marketing messages on an average day and recall almost none of them.

According to an article published on the American Marketing Association (AMA) website, an average consumer sees 10,000 marketing messages (including product labels) per day.²

A study conducted by Microsoft states that consumers are exposed to 600 messages per day.³

An article on New York Times states that a person living in a city sees up to 5,000 ad messages per day, based on a research. About half of the people think that marketing and advertising today is out of control.⁴

An article on The Guardian states that in an entire day, we are likely to see 3,500 marketing messages. In an experiment, in 90 minutes, a person saw 250 adverts from more than 100 brands in 70 different formats. The number recalled without prompting was only 1.⁵

Every day, users post 95 million photos on Instagram, post 500 million tweets on Twitter, upload more than 700,000 hours of video on YouTube, send 281 billion emails.

Actually, the human brain is loaded with 34 gb. of information per day. Through mobile phones, online services, internet, email, television, radio, newspapers, books, social media, people receive every day about 105,000 words during awake hours.⁶

² <https://www.ama.org/partners/content/Pages/why-customers-attention-scarcest-resources-2017.aspx>

³ <http://www.bandt.com.au/marketing/consumers-exposed-600-messages-day-getting-search-right-rules-marketers>

⁴ <https://www.nytimes.com/2007/01/15/business/media/15everywhere.html>

⁵ <https://www.theguardian.com/media/2005/nov/19/advertising.marketingandpr>

⁶ <https://www.tech21century.com/the-human-brain-is-loaded-daily-with-34-gb-of-information/>

It is no surprise that people are overwhelmed by these messages and they are trying to find a solution.

As they are bombarded with this huge load of information every day, interest in videos related to “relaxing” is rising, with watch time increasing over 70% in a year.⁷ The ratio of people who are trying to limit smartphone use increased from 47% in 2017 to 63% in 2018.⁸

People are trying to get rid of ads by ad block software and even if they do not use such software, the attention span has declined to only a few seconds.

Every day bloggers post millions of blog posts, huge amount of content is created on web. However, according to some sources, on average, 80% of readers never make it past the headline.⁹

These studies contribute to the fact that you need to give priority to fast and tailored communication in order to achieve success.

The number of marketing messages people receive has increased so much that people are not reading anymore. They are glancing over content until they see something that they are really interested in.

For this reason, the marketing message you give must exactly match the perspective of the recipient to gain his/her attention.

In a standard digital marketing campaign, this overlap remains at a very low level. Approaches such as addressing all of the target audiences with the same page on your website, giving the same marketing message to a large group of people with digital ads, sending the same email newsletter to all of your subscribers reduce the success rate.

⁷ <https://www.thinkwithgoogle.com/consumer-insights/september-youtube-video-trends/>

⁸ <https://www.bondcap.com/report/itr19/#view/1>

⁹ <https://moz.com/blog/5-data-insights-into-the-headlines-readers-click>

How Can You Charm the Users in a Few Seconds?

Internet usage continues to grow, especially on mobile.

Today, daily hours spent with digital media reached to 6.3 hours. Notice that this figure is the average for all users. Regarding heavy users, 39% of young people say they are online almost constantly.¹⁰

These figures are mostly driven by mobile. Mobile usage was 0.8 hours in 2011 and increased to 3.6 hours in 2018.¹¹

US adults spend an average of 3 hours and 35 minutes per day on mobile devices. By 2019, mobile will surpass TV as the medium attracting the most minutes in the US.¹² The share of mobile devices in total website visits exceeds 60%.

These numbers are exciting. However, you need to understand that these people are not eager to read your marketing message. They are distracted, they have short attention spans.

A person checks his/her mobile phone an average of 47 times a day. This number increases to 86 times for young people. 9 out of 10 people check their mobile phones within an hour after they wake up in the morning.¹³

In these micro moments, they are usually glancing over content. They are not interested in messages that do not match their perspective.

In a study conducted by Microsoft with 2,000 participants, it is stated that the attention span declined to only 8 seconds.¹⁴

Facebook says they have seen that people spend on average 1.7 seconds with any given piece of content on mobile.¹⁵

¹⁰ <https://www.bondcap.com/report/itr19/#view/1>

¹¹ <https://www.bondcap.com/report/itr19/#view/1>

¹² <https://www.emarketer.com/content/mobile-time-spent-2018>

¹³ <https://www.emarketer.com/Article/Obsessed-Much-Mobile-Addiction-Real/1016759>

¹⁴ <http://time.com/3858309/attention-spans-goldfish/>

A research based on 2 billion visits found that 55% of the web users spent fewer than 15 seconds actively on a page.¹⁶

Note that I am talking about getting the attention of overwhelmed and distracted users. Once you get their attention, naturally you will have more time to communicate with them.

Tailored and to the point communication is the key to grab the attention of these people.

You also need to be fast. These people are impatient and demanding.

90% of consumers wait for an immediate response (within 30 minutes) regarding a support question. This figure is 82% for sales and marketing questions.¹⁷

53% of the mobile website visitors leave a page that takes longer than three seconds to load. As the page load time goes from 1 second to 5 seconds, the probability of bounce increases to 90% which significantly deteriorates the conversion in your digital marketing campaigns.¹⁸

In the previous section I told you that these people see hundreds of marketing messages every day, they are glancing over content, and you have to match their perspective.

Now I am telling you that you have to communicate with them in a short period of time, using tailored messages. Although these people are using internet heavily, they are distracted, and you have only few seconds to charm them.

You can't achieve this by communicating general messages with large audiences. It will not be enough to get their attention. You have to segment your target audience and provide tailored messages to each segment.

¹⁵ https://fbinsights.files.wordpress.com/2017/03/fbiq_why_creativity_matters.pdf

¹⁶ <https://time.com/12933/what-you-think-you-know-about-the-web-is-wrong/>

¹⁷ <https://blog.hubspot.com/news-trends/customer-acquisition-study>

¹⁸ <https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/>

Give the Right Message, to the Right Person, at the Right Time

More than 1.3 billion websites are competing for visitors.

Most of the brands think their products or services are great and they will be sold immediately if they can reach their audience only once.

With this thought, they are usually communicating a single marketing message with millions of consumers having different characteristics. They do not differentiate their messages when communicating with different segments.

As a result, the people they are trying to reach, seek for ways to block these marketing messages.

In early 2017, the number of ad blocker software users increased to 230 million on desktop computers and to 380 million on mobile devices.¹⁹ Adblock and Adblock Plus alone had 90 million active users in early 2016.²⁰

This is an important challenge for digital marketers, but there is something worse.

Even if people do not use ad blocker software, many of the mobile ad clicks are accidental.

A survey found out that 59% to 73% of consumers say they rarely or never mean to click on ads on their phones. The rate of the people who often click on a mobile ad intentionally remains only at 4% to 10%.²¹

This is one of the reasons why you hear the word “inbound” so much. The effectiveness of the traditional ad models pushing customers to perform an action decreases day by day.

¹⁹ <https://www.nytimes.com/2017/01/31/technology/ad-blocking-internet.html>
<https://pagefair.com/downloads/2017/01/PageFair-2017-Adblock-Report.pdf>

²⁰ <https://venturebeat.com/2016/01/22/10-years-in-adblock-plus-passes-500-million-downloads/>

²¹ <https://www.emarketer.com/content/b23d8933-4f9b-4850-a9cd-71d3005c6f23>

Do you think that the problem is the ad model itself, or is it irrelevant, general marketing messages communicated with large audiences?

93% of people say they receive marketing messages that are not relevant, 90% say irrelevant messages are annoying. 44% of people even think to switch to brands who better personalize marketing messages.²²

You are trying to influence impatient people who are seeing hundreds of marketing messages every day. You can only achieve this by providing the right message, to the right person, at the right time.

Using this approach, you can be successful even with the traditional ad models.

An article on Think with Google website provided a case study. Red Roof Inn targeted the stranded passengers at the airports because of flight cancellations. Providing a tailored message to these people such as "Stranded at the airport? Come stay with us!" enabled them to achieve a remarkable 60% increase in their bookings.²³

You can also achieve such success.

The "Divide and Conquer" method will help you to implement this mentality and will increase your conversion rate significantly.

²² <https://www.emarketer.com/content/podcast-why-everyone-wants-personalization-but-nobody-s-getting-it>

²³ <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/win-every-micromoment-with-better-mobile-strategy/>

“Divide and Conquer” Method

Consumers see hundreds of marketing messages every day. They have low attention spans. They do not pay attention to every message, they are usually glancing over content.

You have to stand out amongst other messages and get the attention of these people to be noticed in such an environment.

You cannot achieve this by giving a single message to everyone.

You should divide your target audience into segments and give each segment tailored messages to achieve the best conversion.

Many companies and agencies target very large audiences in their digital marketing campaigns without considering whether these people have the potential to become customers.

Digital campaign managers usually brag about their performance saying things like "We have reached ... million people with our campaign."

Ok, but does it provide ROI?

The primary purpose of digital marketing campaigns should be to bring the "right" people to websites rather than "more" people.

If you do not segment your audience and target the right people, no matter how much traffic you create, your conversion will be low.

Wrong people will not create conversion.

Divide and Conquer method focuses on bringing the right people to websites and increases the conversion of digital marketing campaigns significantly.

Divide and Conquer Method, Maximizes the SEO Success

If you can identify your target segments, you can present the most relevant content to each segment by creating focused pages on your website.

This will help you to gain their attention.

Let's take women's clothing e-commerce stores as an example. In almost all of these stores, you see product category names such as dresses, blouses, etc. They present different types of dresses in a single category and try to rank high for the “dress” keyword.

Divide and Conquer method offers you to divide this category into sub-categories like party dresses, prom dresses, casual dresses, career style, etc.

With each of these pages, you can present each segment exactly what they are looking for and gain advantage in your SEO project with this focused approach.

You can even sort the products by price and create a page with a different URL. You may target people who are looking for -for example- “cheap prom dresses” with this page.

When you put all your dresses under a single category, you cannot match relevant products with the visitors.

Because of this, even if you rank high on Google with a keyword like “party dress”, people who click on this result and visit your website will see different models of dresses and will probably leave your website in seconds. They will return to the Google search results and click on another result. This will significantly deteriorate your SEO position.

When your page content overlaps with the perspective of your visitors and you present them exactly what they are looking for, you will observe a sharp decline in your bounce rate.

If you make your visitors happy, you will be making Google happy as well, and you will observe significant improvement in the SEO performance of your website.

Increases the Conversion in Digital Ads

When you break down your target audience into segments, you can differentiate your marketing message.

This will enable you to bring tailored solutions to each segment and motivate them with focused messages. The result will be a huge increase in the digital ad conversion.

Let's continue to talk about the women's clothing e-commerce store discussed above.

You can benefit from the detailed targeting options that digital advertising platforms provide.

For example, you may target 25 - 40 years old women, working in Manhattan, during working hours, who have an interest in fashion and who are fans of competitor brands.

You may focus on career style in your marketing message and direct these people to your specific landing page on your website (presenting relevant products and content such as “tips to look stylish at the office”).

You will achieve significantly more conversion with this approach, compared to publishing ads on Google with a generic keyword like “office wear” and directing everyone to the same page on your website where there are all kinds of dresses.

Ensures Concrete Results from Social Media

After breaking down your target audience, you can publish tailored posts for each segment. This will enable you to gain the attention of each segment.

As is the case with digital ads, you can also target those women when posting on Facebook.

This approach will suit every sector, especially if your fans consist of people having different characteristics.

For example, if you are managing the Facebook page of a food brand, you need to publish different posts targeting single men, single women living in metropolises and women with large families. A post designed for single men will obviously not motivate women with large families.

Giving everyone the messages that overlap with their perspectives and lifestyles will significantly increase your conversion.

Increases Email Newsletter Conversion

Using specific messages for different target segments will increase your email newsletter conversion significantly compared to sending only one newsletter to all of your subscribers.

For brands like a pet store, where there are significant differences in the target audience, there is no way to avoid this. Cat owners will surely not be interested in your special offer in the dog food.

The situation will be the same for baby products, where age and gender of the babies are significantly important in your marketing message.

If you are in the fashion business and targeting women, you can offer different products to different age groups, bring special suggestions to VIP members, offer time-limited discounts to people who added products in their shopping cart. You can differentiate your regular customers from the users who have not bought anything.

Communicating only one standard message with all of these segments will reduce your success rate.

Take Action!

Divide and Conquer method increases digital marketing conversion significantly without using an additional budget.

You just need to adjust the mindset and organize your campaigns accordingly.

Even with limited budgets, you can get excellent results.

Brands that implemented this method reported up to 10-fold increase in their conversions compared to their previous results.

You can benefit from this as well.

Ready to start?

Let's take a look at how you can implement this method.

PAPERBACK BOOK

DE: <https://www.amazon.de/dp/1793365865>

ES: <https://www.amazon.es/dp/1793365865>

FR: <https://www.amazon.fr/dp/1793365865>

IT: <https://www.amazon.it/dp/1793365865>

JP: <https://www.amazon.co.jp/dp/1793365865>

UK: <https://www.amazon.co.uk/dp/1793365865>

US: <https://www.amazon.com/dp/1793365865>

KINDLE EBOOK

AU: <https://www.amazon.com.au/dp/B07HWC9V4J>

BR: <https://www.amazon.com.br/dp/B07HWC9V4J>

CA: <https://www.amazon.ca/dp/B07HWC9V4J>

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MX: <https://www.amazon.com.mx/dp/B07HWC9V4J>

NL: <https://www.amazon.nl/dp/B07HWC9V4J>

US: <https://www.amazon.com/dp/B07HWC9V4J>

APPLE BOOKS (eBOOK)

<https://books.apple.com/book/id1475090642>

GOOGLE PLAY BOOKS (eBOOK)

<https://play.google.com/store/books/details?id=K9moDwAAQBAJ>

KOBO (eBOOK)

<https://www.kobo.com/ww/en/ebook/digital-marketing-strategies>