

First principles of digital marketing. Crafted[®]

Hej. Hallo. Bonjour.

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@millerian

[linkedin.com/in/millerian](https://www.linkedin.com/in/millerian)



What we do.



**Digital
strategy.**

**Online
marketing.**

Design.

Technology.

**What we're going to
cover this afternoon.**

What it means.

Wikipedia.

(Isn't it always)

“A first principle is a basic proposition or assumption that cannot be deduced from any other proposition or assumption”

What it really means.

The internet.

<https://jamesclear.com/first-principles>

“First principles thinking is the act of boiling a process down to the fundamental parts that you know are true and building up from there”

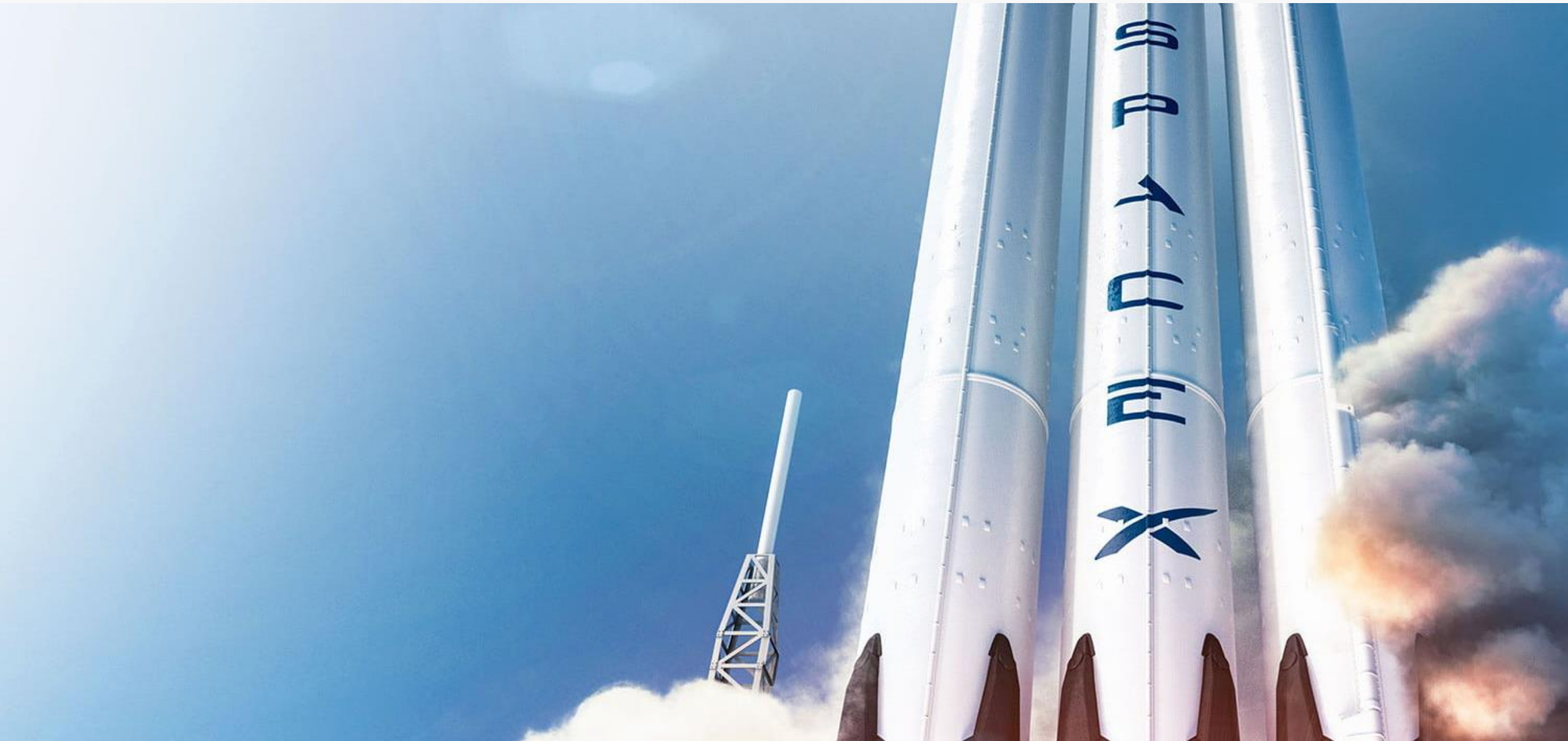
What we're not going
to cover this afternoon.

First principles.

Meet Elon Musk.



First principles.



How it works.

Imagine you have three things:

- A motorboat with a skier behind it
- A military tank
- A bicycle

Break down into constituent parts.

- Motorboat: motor, the hull of a boat, and a pair of skis.
- Tank: metal treads, steel armour plates, and a gun.
- Bicycle: handlebars, wheels, gears, and a seat.

What can you create from these individual parts?

- Motorboat: motor, the hull of a boat, and a pair of skis.
- Tank: metal treads, steel armor plates, and a gun.
- Bicycle: handlebars, wheels, gears, and a seat.



About you.

Few quick questions.

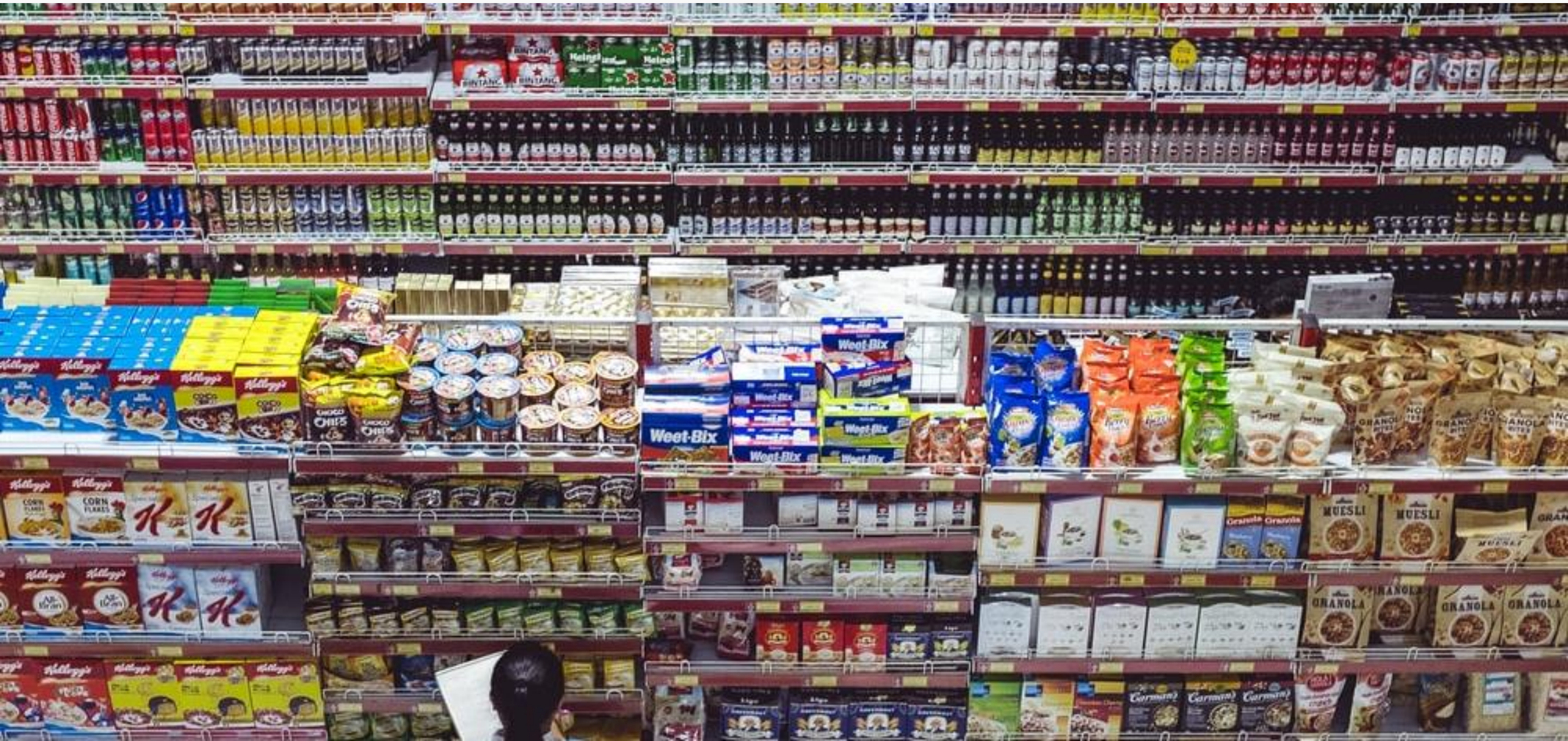


**Let's apply this to
digital marketing.**

Product and consumers.



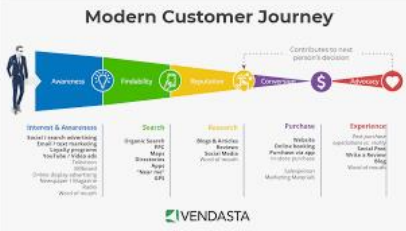
A world of infinite choice.



Don't limit yourself.



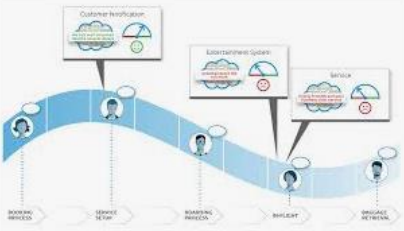
Customer Journey: How to Drive ...
superoffice.com



The 5 Phases of the Modern Customer Journey
vendasta.com



five key steps towards understanding ...
econsultancy.com



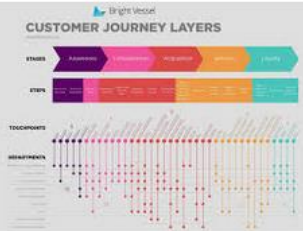
Customer Journey Mapping ...
seemon.com



Customer Journey Mapping
nngroup.com



Learn Customer Journey Mapping... in 7 ...
medium.com



Customer Journey Map example, use t...
brightvessel.com



Customer Journey Map - Dragon1
dragon1.com



Customer Journeys: How to Leverage ...
salesforce.com



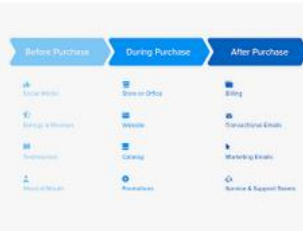
surveys to better understand ...
smartsights.com



Customer Journey Mapping
nngroup.com



Customer Journey Mapping ...
instapage.com



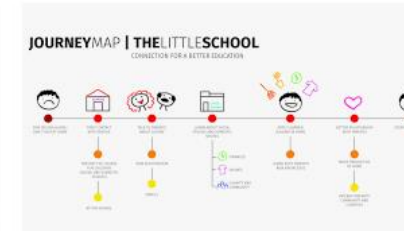
Customer Journey: How to Drive ...
superoffice.com



Gaps in Your Ecommerce Customer Journey ...
voicesage.com



What Is The New Customer Journey? (And ...
maximizer.com



Customer Journey Map for Education ...
pinterest.com



Why you need Customer Journey Mapping ...
robertacinus.it



Marketing Funnel vs. Customer Journey ...
kurve.co.uk

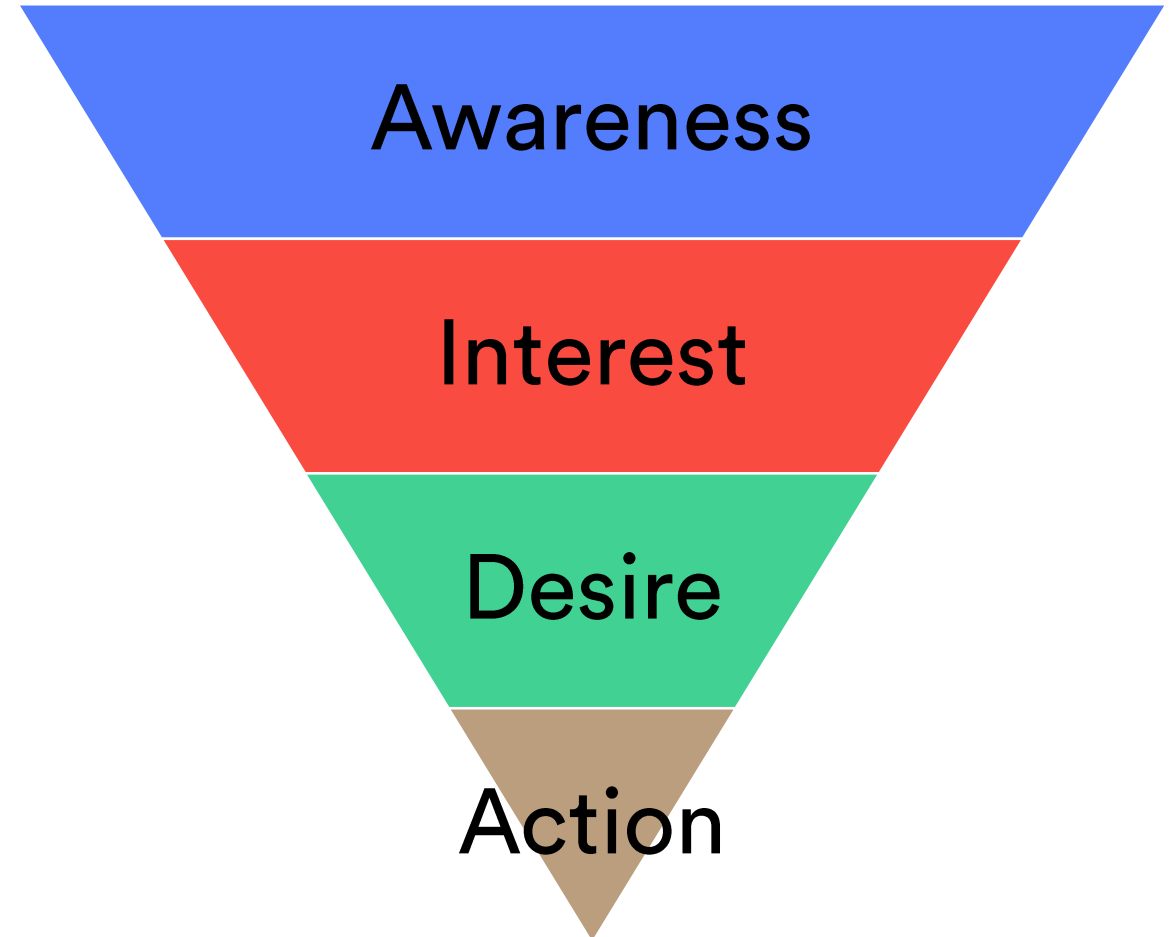


There is no funnel.

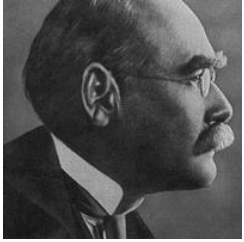
Channel Grouping Path [?]	Conversions [?] ↓	Conversion Value [?]
1. Direct x 2	2,561 (9.01%)	US\$176,564.45
2. Organic Search → Direct	1,480 (5.21%)	US\$61,851.90
3. unavailable → Direct	1,305 (4.59%)	US\$33,476.56
4. Email x 2	1,077 (3.79%)	US\$14,700.33
5. Direct → Email	939 (3.30%)	US\$26,235.72
6. Direct x 3	890 (3.13%)	US\$43,527.43
7. Email → Direct	852 (3.00%)	US\$10,080.48
8. Paid Search x 2	636 (2.24%)	US\$8,896.69
9. Direct → Organic Search	629 (2.21%)	US\$15,179.11
10. Organic Search → Direct x 2	467 (1.64%)	US\$18,140.54

A.I.D.A.

Rather than focus on individual journeys, look at 30,000ft view.



Rudyard Kipling



I keep six honest
serving men (they
taught me all I knew);
Their names are What
and Why and When
And How And Where
and Who

For first principles.

- Who are your customer(s)?
- Where do they first get exposed to your company?
- What do they see from you?
- When is their “point of need”?
- Why should they chose you?
- How do you convert them to a prospect or customer?
- How do you nurture them afterwards?



Exercise.

**Pick a
company.**

Professional Services



Nursery furniture



Cruise line



Pharmaceutical



Questions.

1) What is the most important thing you are trying to accomplish?

1) What is the most important thing you are trying to accomplish?

What else?

2) What is the primary functional outcome you are looking to achieve?

2) What is the primary functional outcome you are looking to achieve?

What else?

What we'll cover.

Audience

Exposure

Research

Content

Need

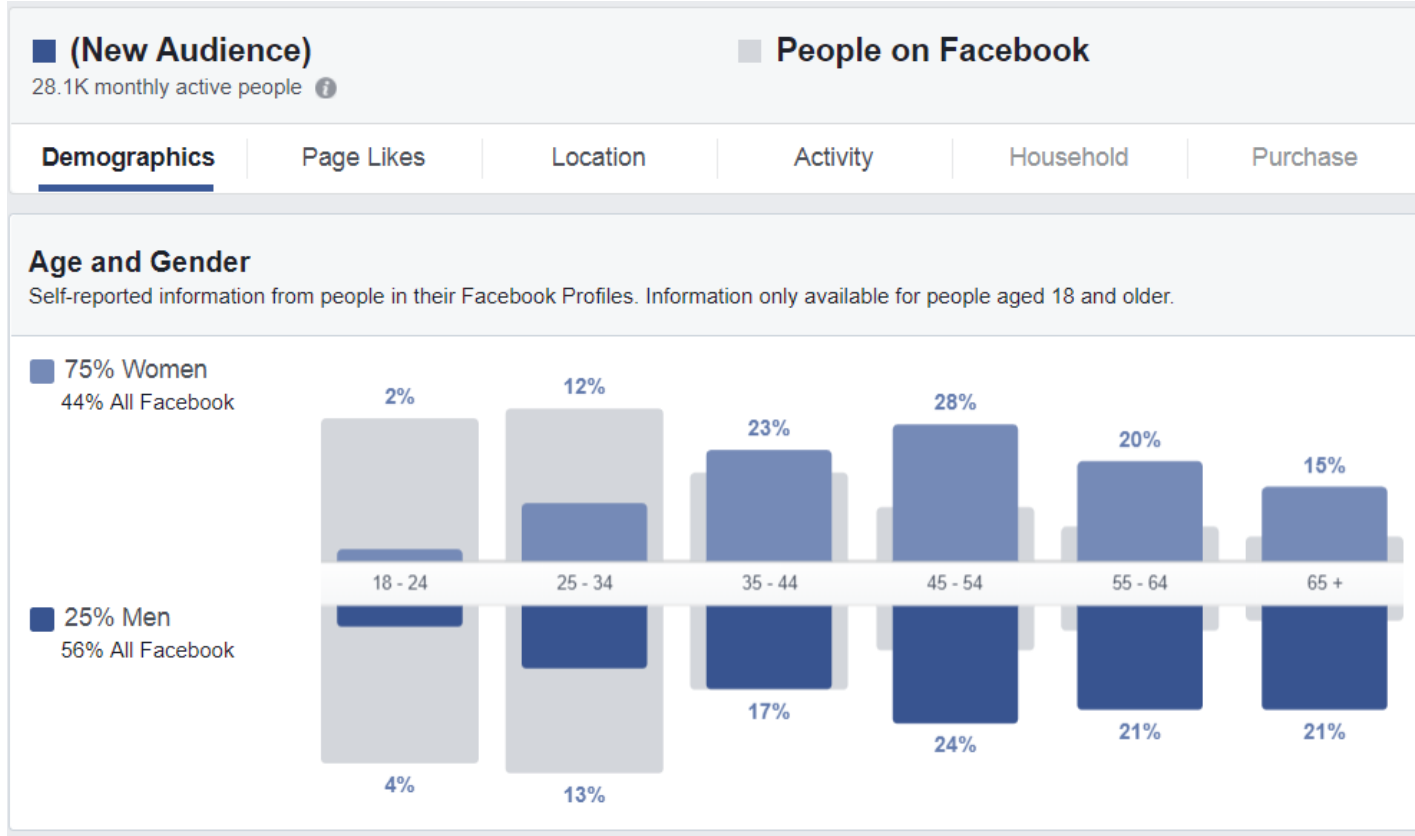
Why

On site

Measurement

Audience.

Audience insights.





Exercise.

**Who are
your obvious
customers?**

Professional Services



Nursery furniture



Cruise line



Pharmaceutical





Exercise.

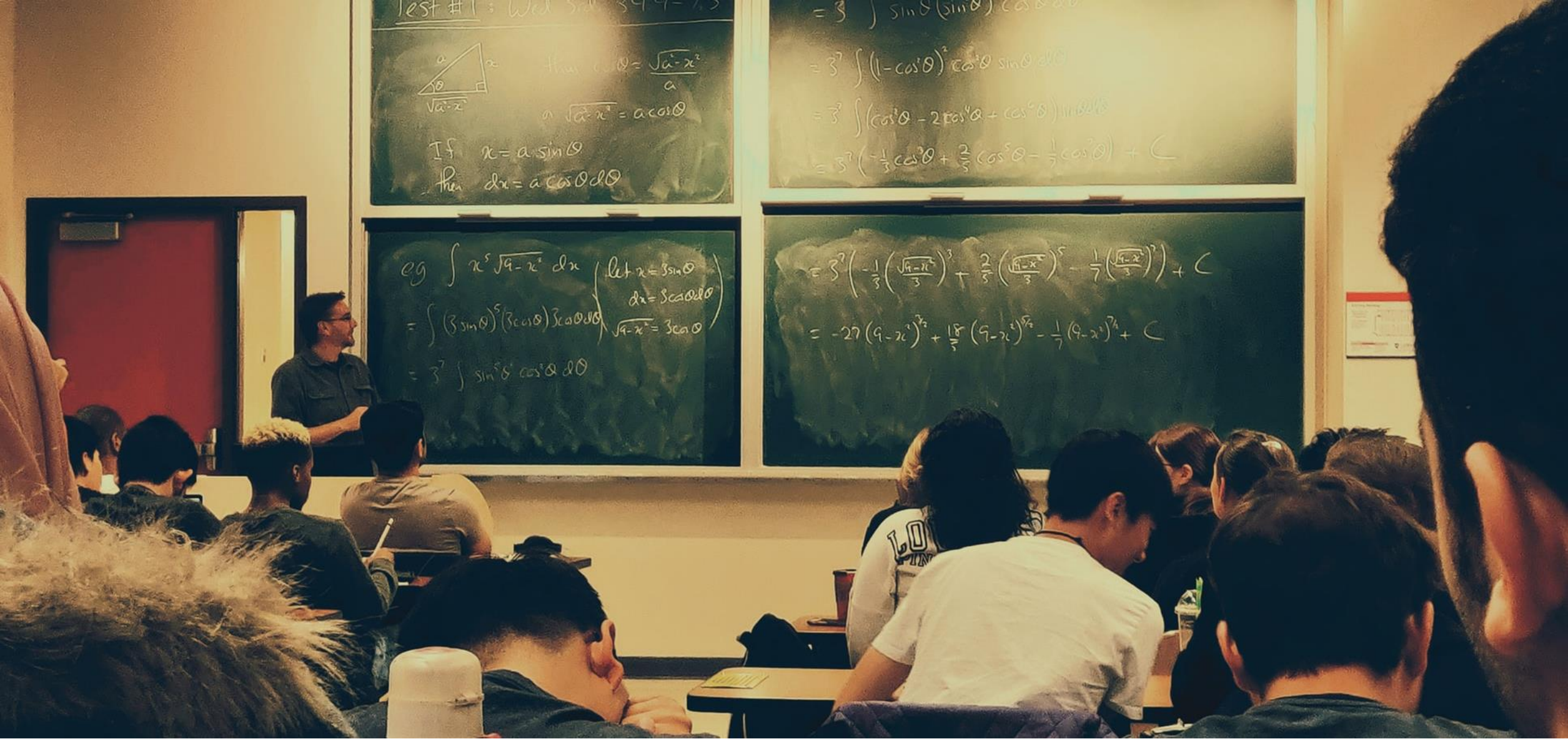
**Who are
your less
obvious
customers?**

Exposure.

Five types of content to keep in mind.



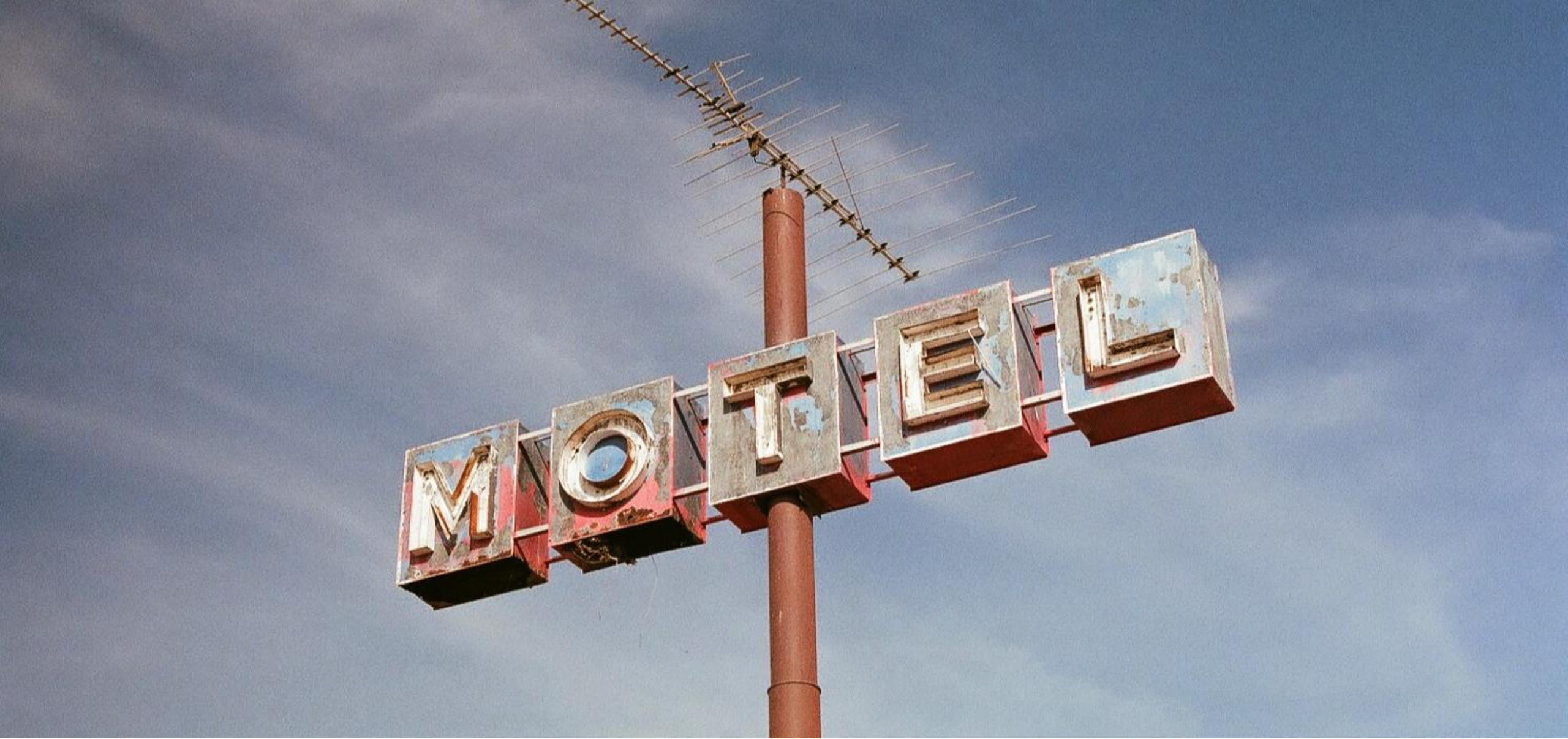
Entertainment.



Authority.



Timeliness.



Research.



Location, location, location.



Exercise.

**What type of
media are they
consuming?**

Professional Services



Nursery furniture



Cruise line



Pharmaceutical



Content creates signposts and provides answers.



Content.

White papers **blog posts** **infographics**
evergreen articles **help and advice** **guides**
questions and answer **videos** **podcasts**
webinars **ebooks** **offline downloads** **faqs**
social **interviews** **thought leadership**
curated posts **case studies** **images**



What your
business is
interested in



What your
customers are
interested in

A close-up photograph of a person's hands cupped together, holding a large amount of sand. The sand is falling through the fingers, creating a dynamic, blurred effect. The lighting is warm and directional, highlighting the texture of the sand and the skin. A large, solid blue circle is overlaid on the left side of the image, containing white text.

Exercise.

**Content
purpose**

Exercise: Focusing your content

“The content that we use helps our business/brand **[insert goal]** and **[insert goal]** by providing **[insert adjective]** and **[insert adjective]** content that makes **[insert audience/s]** feel **[insert emotion]** so that they can **[insert task]**.”

Visit England Example:

“The content that we use helps our brand stay visible and relevant by providing interactive and engaging content that makes English residents and visitors feel informed and excited so that they can explore, experience and enjoy everything England has to offer as a destination.”

Exercise:

Now create yours

“The content that we use helps our business/brand [insert goal] and [insert goal] by providing [insert adjective] and [insert adjective] content that makes [insert audience/s] feel [insert emotion] so that they can [insert task].”

Research.

ahrefs blog

Brought to you by *Ahrefs*, a data-driven marketing toolset powered by a huge index of backlinks, keywords and content

LONG TAIL



(ACTION TAKER'S GUIDE)

KEYWORD RESEARCH

Long-Tail Keywords: The 'Secret' to Getting TONS of Search Traffic

Tim Soulo ▪ October 25, 2018 ▪ 3K shares ▪ 32 Comments

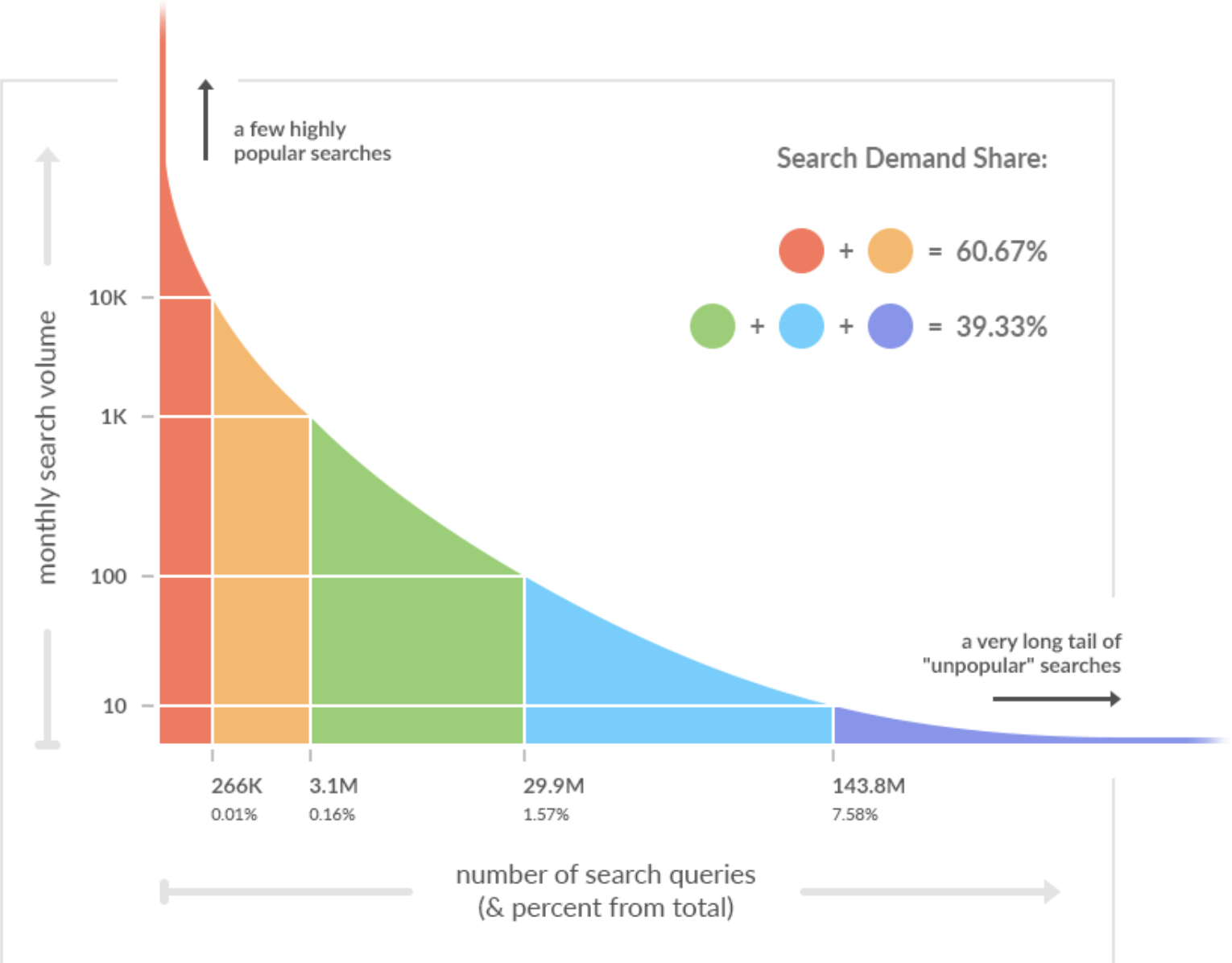
Are you tired of trying to rank for the same high-competition keywords as your competitors?

I've got two and a half words that will help you solve this problem:

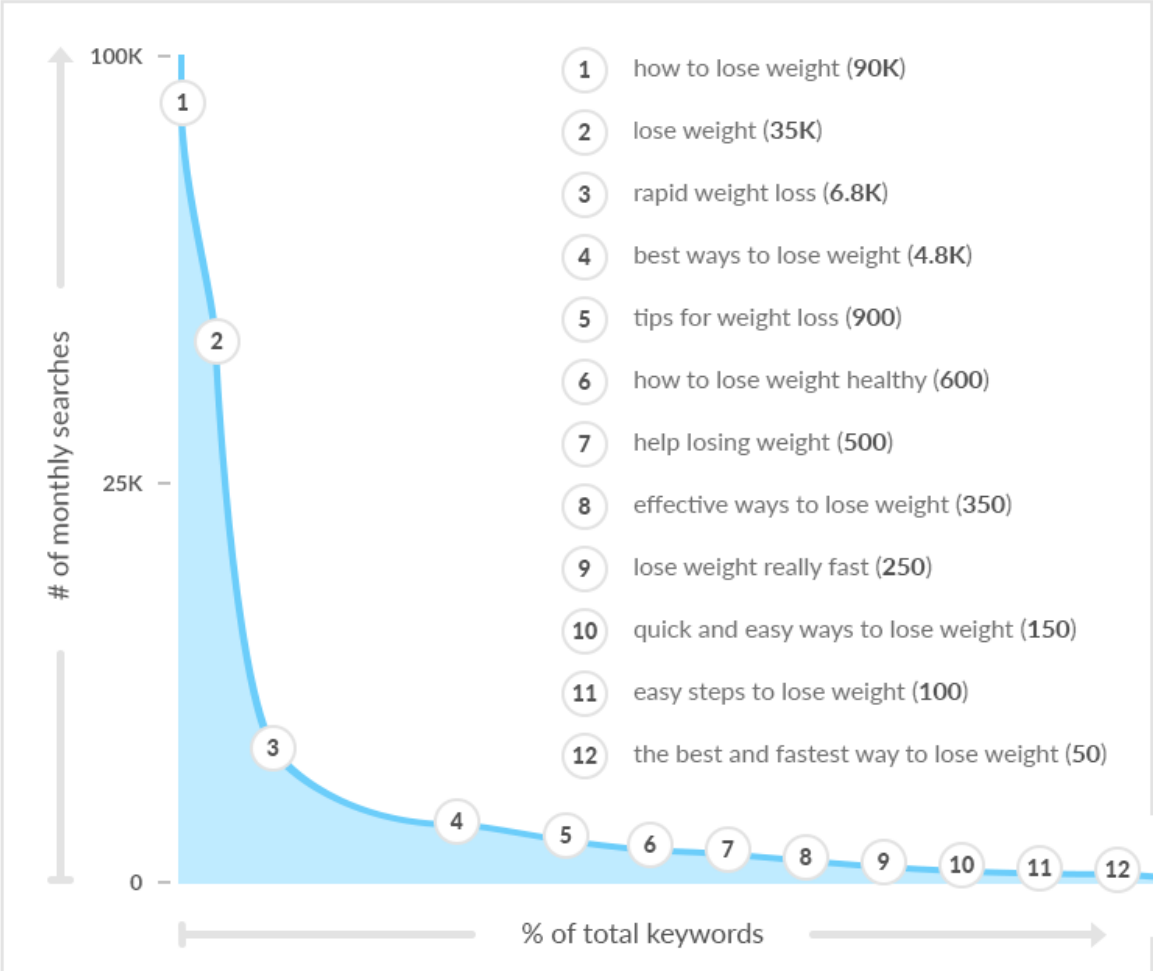


Tim Soulo

Search demand.



The Search Demand Curve for the Topic of “Weight Loss”



Other sources.

Keyword Planner

Google Ads

Google Search Console

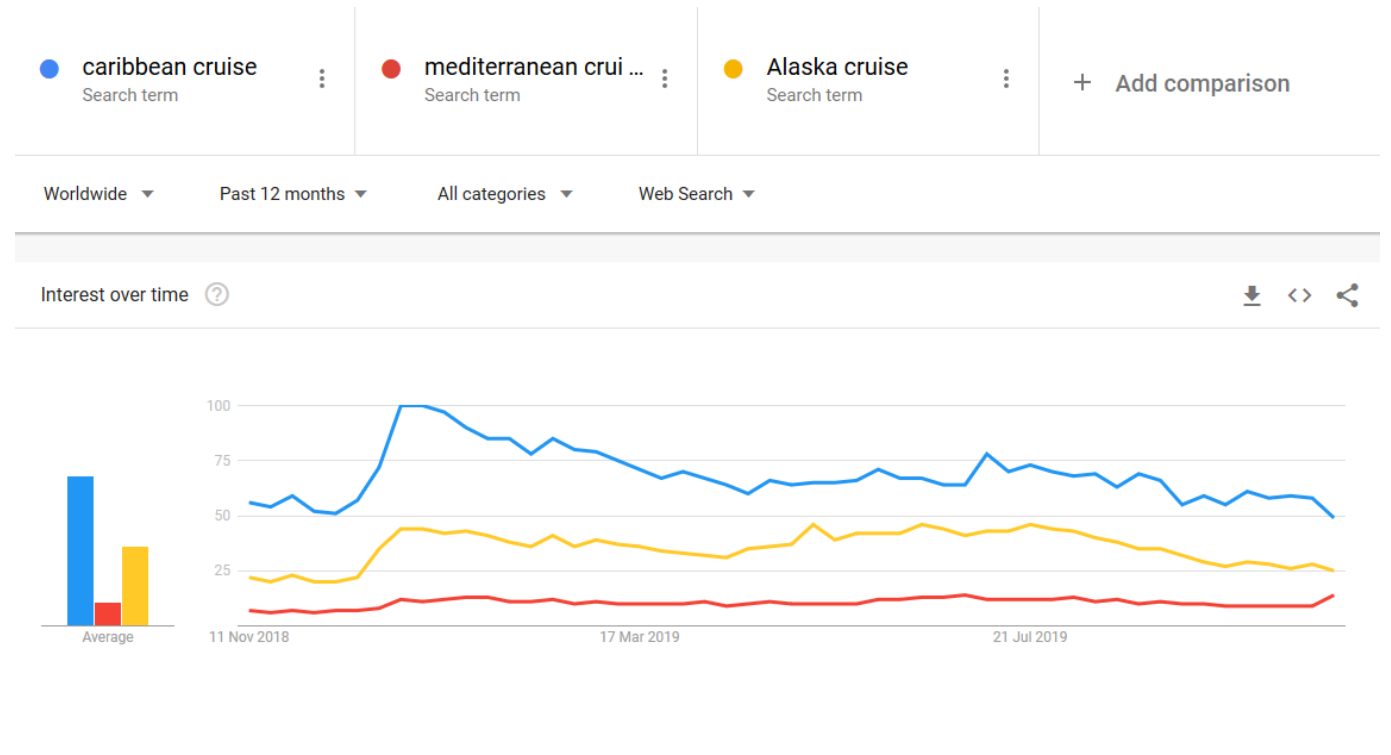
Customer phone calls

On site searches

Chat history

Wikipedia

Google Trends



What plan are you building to?



10 août 1887



9 septembre 1887



8 octobre 1887



10 novembre 1887



14 décembre 1887



15 mars 1888



10 avril 1888



10 mai 1888



juin 1888



juillet 1888



14 août 1888



14 septembre 1888



14 octobre 1888



14 novembre 1888



26 décembre 1888



20 janvier 1889

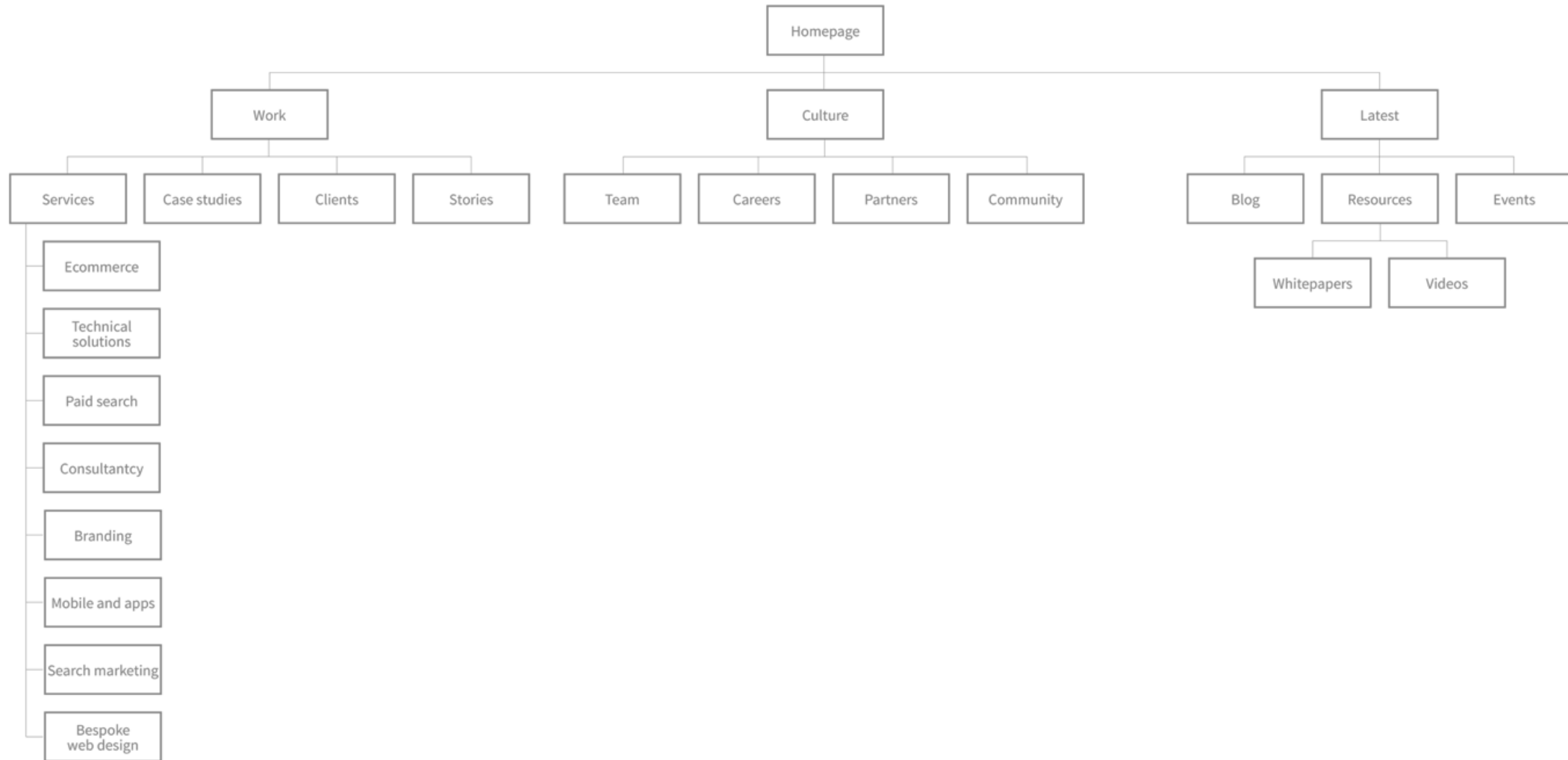


12 février 1889

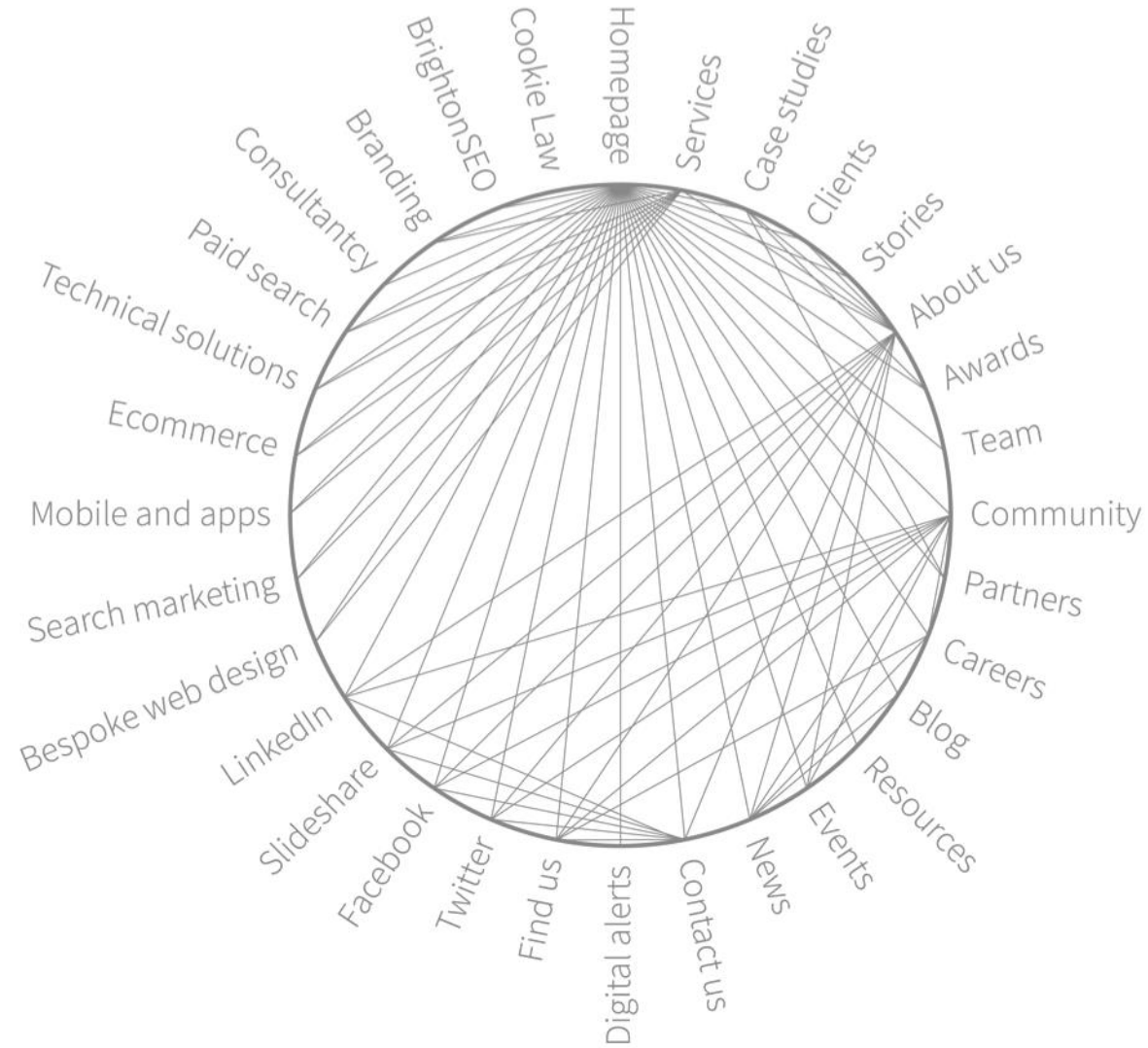


12 mars 1889

Traditional.



Interconnected.





Ensure everything is linked.



We're selling ear plugs.

A close-up photograph of a person's hands holding a large amount of sand. The sand is being held in a cupped shape, and some of it is falling away, creating a dynamic, textured scene. The lighting is warm, highlighting the grains of sand and the skin. A large, solid blue circle is overlaid on the left side of the image, containing white text.

Exercise.

**Site map
planning.**



Create content hubs.



Exercise.

**When is
their point
of need?**

Messaging.

Features vs Benefits

The most spacious member of the family



With a 9kg washing & impressive 6kg drying capacity, the new generation Servis washer dryers take on more so that you don't have to, the big door makes loading and unloading a doddle too. Odd socks have nowhere to hide.

See the range of Servis washer dryers at

Crampton & Moore

Buy online at cramptonandmoore.co.uk



**WD1496FGW
Washer Dryer**
9Kg Wash / 6Kg Dry
1400 Spin Speed
A Energy & A Wash
12 min quick wash
2 year guarantee

£529.99



**WD1496FGS
Washer Dryer**
9Kg Wash / 6Kg Dry
1400 Spin Speed
A Energy & A Wash
12 min quick wash
2 year guarantee

£549.99



**WD1496FGR
Washer Dryer**
9Kg Wash / 6Kg Dry
1400 Spin Speed
A Energy & A Wash
12 min quick wash
2 year guarantee

£549.99



**WD1496FGB
Washer Dryer**
9Kg Wash / 6Kg Dry
1400 Spin Speed
A Energy & A Wash
12 min quick wash
2 year guarantee

£549.99



Exercise.

**Why should
they chose
you?**

On site conversion.



Desire paths.

Obvious always wins.



Contact Us



Login / Register

Search Site

Main Club Sponsor SportPesa

- Home
- News
- Tickets
- Shop
- evertontv
- Teams
- Match
- Hospitality & Events
- Club
- History
- Fans



v



SUN 17 MAR, 4.30PM

TICKETS ON GENERAL SALE



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Jagielka: 'Fantastic' Morgan Earned Everton Recall

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- > Pickford Reveals Vow To Deny Liverpool Forward

What do you want them to do?



Try it yourself.

Find deals for any season

From cosy country homes to funky city flats

<input type="text" value="Where are you going?"/>	<input type="text" value="Check-in"/> — <input type="text" value="Check-out"/>	<input type="text" value="2 adults · 1 room"/>	<input type="button" value="Search"/>
---	--	--	---------------------------------------

I'm travelling for work



Score huge savings worldwide. [Search today's deals](#)



Whatever accommodation you're looking for, we've got it...



Apartments
701,079 apartments



Resorts
21,174 resorts



Villas
356,407 villas



Cabins
12,117 cabins



Cottages
115,175 cottages



Glamping
7,365 glamping sites



List your place on Booking.com



Subscribe to see Secret Deals

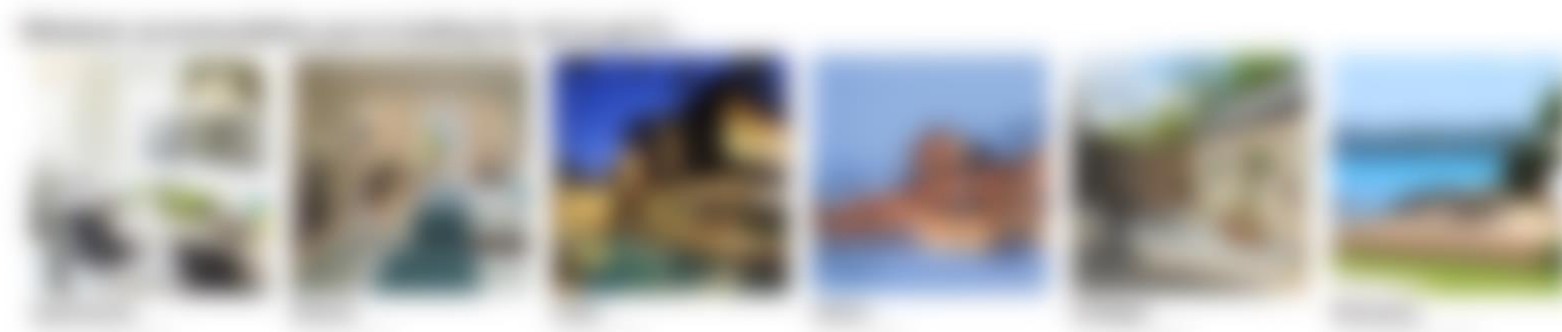


What do you want them to do?

Search for a location

Search input field with a blue search button.

Search results for [Location]



Try it yourself.

Flights Hotels **Flight + Hotel** Cars Things to Do **NEW** Trains Holiday Rentals

Flight + Hotel Flight + Hotel + Car Flight + Car Hotel + Car

Origin
City or airport

Destination
City or airport

Departing
dd/mm/yyyy

Returning
dd/mm/yyyy

Travellers
2 Adults, 1 room

Direct flights only I only need a hotel for part of my stay

Additional options #

Preferred class
Economy

Search Save up to 17%
Book Flight + Hotel at the same time*

Customers rate Expedia **88%** Based on 372,916 reviews. Powered by feefo

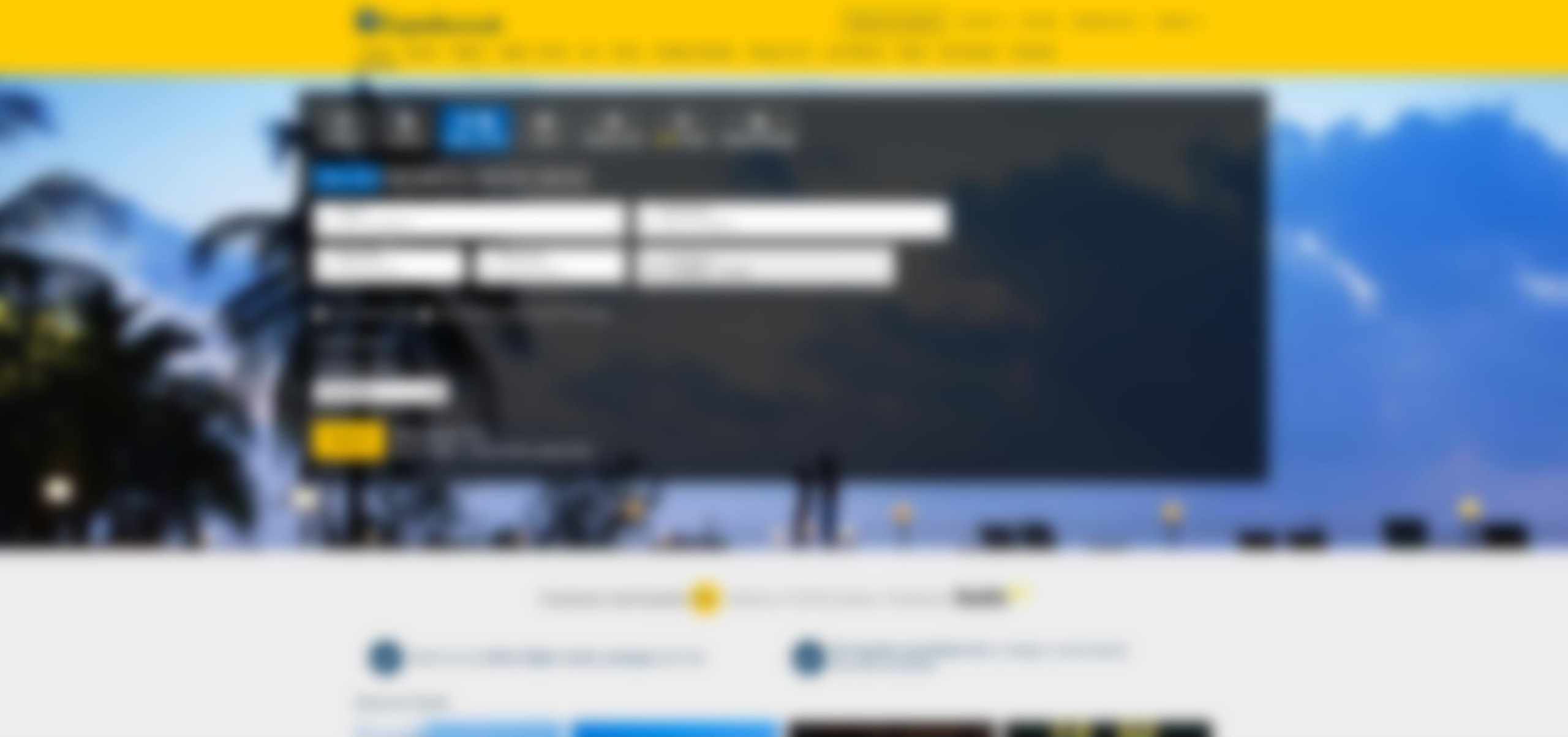
Search over **a million flights, hotels, packages** and more

No Expedia cancellation fee to change or cancel almost any hotel reservation

Discover Deals



Try it yourself.



Try it yourself.

Design for speed.

Search for “Google UX Playbook for...”

- Travel
- Retail
- Finance
- Real Estate
- Leadgen

UX Playbook for Retail
Collection of best practices to delight your users

Ecommerce playbook at a glance
Creating frictionless experiences across the funnel

Home / landing page → Menu / navigation → Search → Category / product → Conversion → Form optimization

Navigation best in class: Net-a-Porter
Problem to solve: Can my user browse their interests quickly?
Consolidated menu with hamburger and cart
Menu options kept on single page
Post sales actions like 'Register' and 'Signin' are in the fold in menu
Initial categories ordered by traffic volume
Subcategories ordered alphabetically
Easy to move back
Bonus: Uses dynamic menu rather than expanders

Cart/Conversion best in class: Zumiez
Problem to solve:
How do I make the buying process as easy as possible?
If a user doesn't want to convert in the moment, how do I get them to do so later?
Can edit quantity in cart
Facilitates x-device with 'Move to Wishlist', 'Pickup Instead', as well as 'Email My Bag'
Checkout by guest as default
Full name, first and last name, street address

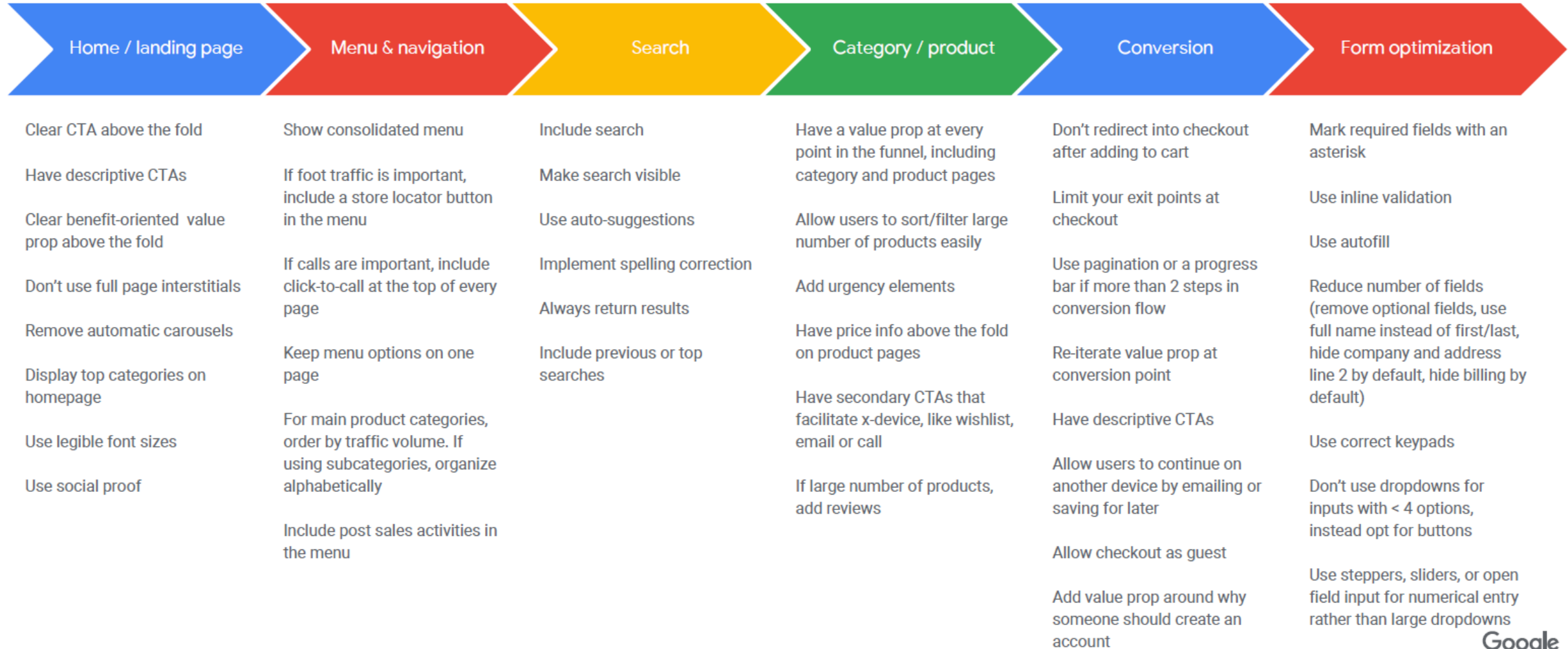
Let users sign up with social accounts
92% of users give up if they don't remember a username or password.
Sign up new users with just one tap, without interrupting them with a sign-up screen. Users get a secure, token-based, passwordless account on your site, protected by their Google Account. [More info.](#)

Consider integrating Google identity one tap sign up (2-4x higher sign-up rates)
Sign up new users with just one tap, without interrupting them with a sign-up screen. Users get a secure, token-based, passwordless account on your site, protected by their Google Account. [More info.](#)
Sign in users automatically when they return to your site on any device or browser, even after their session expires. [More info.](#)

One tap sign-up
Automatic sign-in

Ecommerce playbook at a glance

Creating frictionless experiences across the funnel





Exercise.

**What is your
conversion
journey?**

Measurement.

Measurement.

What to measure - KPI's v goals

- Awareness – reach / impressions
- Engagement – likes, shares, comments

Analytics / insights

- Google Analytics
- Campaign tagging / Google URL builder
- Cross platform insight (AdWords / e-mail)



Cost / benefit.





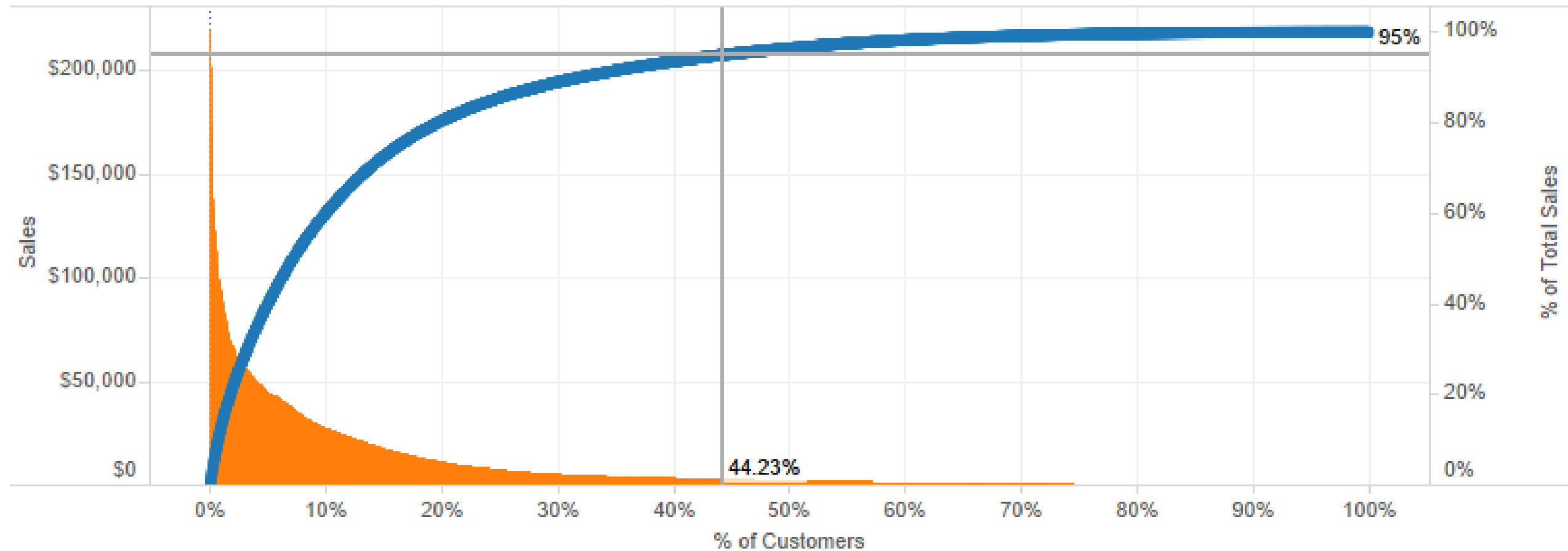
Exercise.

**What would
be your KPIs**

Pitfalls.

Pareto works.

Pareto Chart of Sales vs Customers



Avoid the strategy trap.



New isn't always better.



Hyperfocus isn't always good.

Adidas: We over-invested in digital advertising

Adidas admits that a focus on efficiency rather than effectiveness led it to over-focus on ROI and over-invest in performance and digital at the expense of brand building.



By **Sarah Vizard** | 17 Oct 2019

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Summary.

What do you want them to buy?



What makes you stand out?



What gets you results?



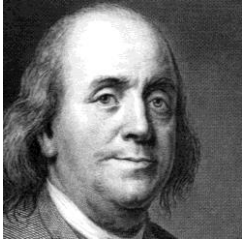
Plan for long term growth.



The rules.

Digital rule #1.

Benjamin Franklin

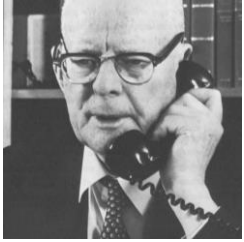


**“Either write
something
worth reading,
or do something
worth writing**

Digital rule #2.

W. Edwards Deming.

American Engineer



In God we trust,
all others bring data.

Digital rule #3.

Yoda.

Legendary Jedi Master

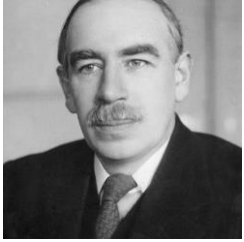


**Do. Or do not.
There is no try.**

Digital rule #4.

John Maynard Keynes.

British Economist



The difficulty lies
not so much in
developing new
ideas, as in escaping
from old ones.

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