

Digitise + Thrive

MAXIMISE BUSINESS GROWTH WITH ONLINE MARKETING

How to reach your customers and generate
buzz in an increasingly distracted world.



WHAT IS ONLINE MARKETING?

You've put in the work to build a strong brand, but in today's world, sharing it with the masses can prove to be quite a task. Ads don't carry the same weight anymore, but at the same time, there are more expectations around building your brand presence than ever before—especially with social media taking over. It's time to tackle your digital marketing challenges with an optimised digital presence, from refining your site experience to better understanding your potential customer base.

Thanks to social media, online marketing has become increasingly more accessible for businesses of all sizes—but this comes with a downside. Our world is oversaturated with messaging and ads for just about every product and service available. The average customer sees up to 10,000 ads a day, so it's no wonder ads get ignored more often than not¹. The sheer amount of ads they consume makes it difficult for customers to absorb enough information that could potentially impact shopping decisions.

Not only are people glossing over branded messaging, but larger brands tend to dominate customers' short attention spans with their barrage of content, offers, and promotions. However, your content quality can be just as effective as quantity. Take the steps to fine-tune your marketing strategy so you can stand out by knowing how to reach your customers and what to say.



WHY EFFECTIVE DIGITAL MARKETING MATTERS

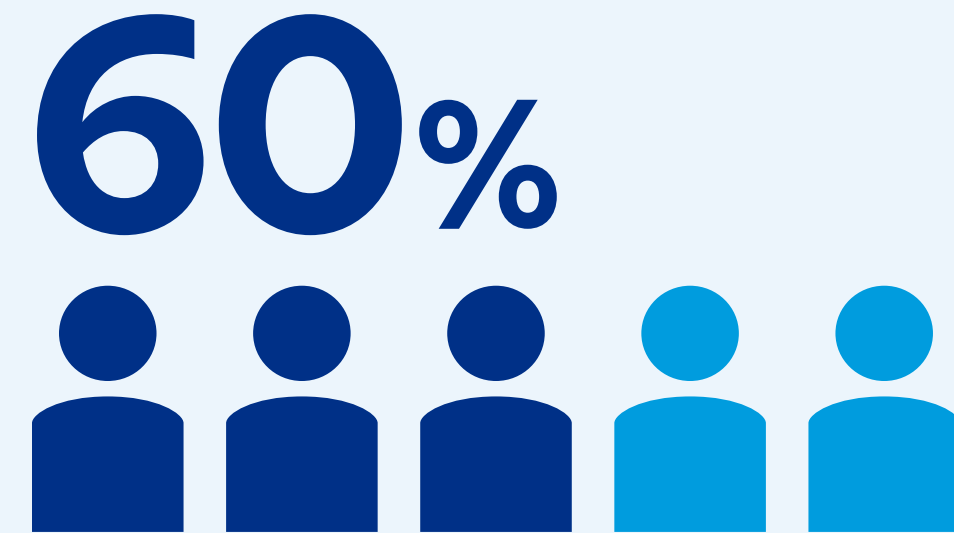
ADS ARE OVERWHELMING CUSTOMERS

The average consumer sees between **6,000** to **10,000** ads every day².



AN OPPORTUNITY FOR BUSINESSES TO IMPROVE

Only 60% of business owners think their own email marketing strategies are effective³.



CUSTOMERS WANT TO KNOW WHY BEFORE THEY BUY

60% of customers begin their product research on a search engine⁴.



DELIVER IMPACT IN A SEA OF MESSAGING

It's no secret that customers don't appreciate the onslaught of branded messaging and advertisements. 42.7% of internet users worldwide use ad blockers, and 22.3% of those users say it's due to "too many ads" or think that "ads are annoying and irrelevant"⁵. While that opinion may be valid, it can cause customers to only notice brands that are willing to spend big on premium media placements.

While it may seem the only solution is to throw money at your advertising budget, there are clear and effective steps that can also help you optimise your current strategy without going overboard with marketing spend. This eBook outlines tips to not just market your online business but also reach its fullest potential.

5 tips to effectively market your online business:

1. [Apply the purchasing funnel to your marketing strategy](#)
2. [Be easy to find with search engine optimisation](#)
3. [Meet them where they spend the most time](#)
4. [Attract customers with greater personalisation](#)
5. [Set yourself up for a fruitful holiday season](#)

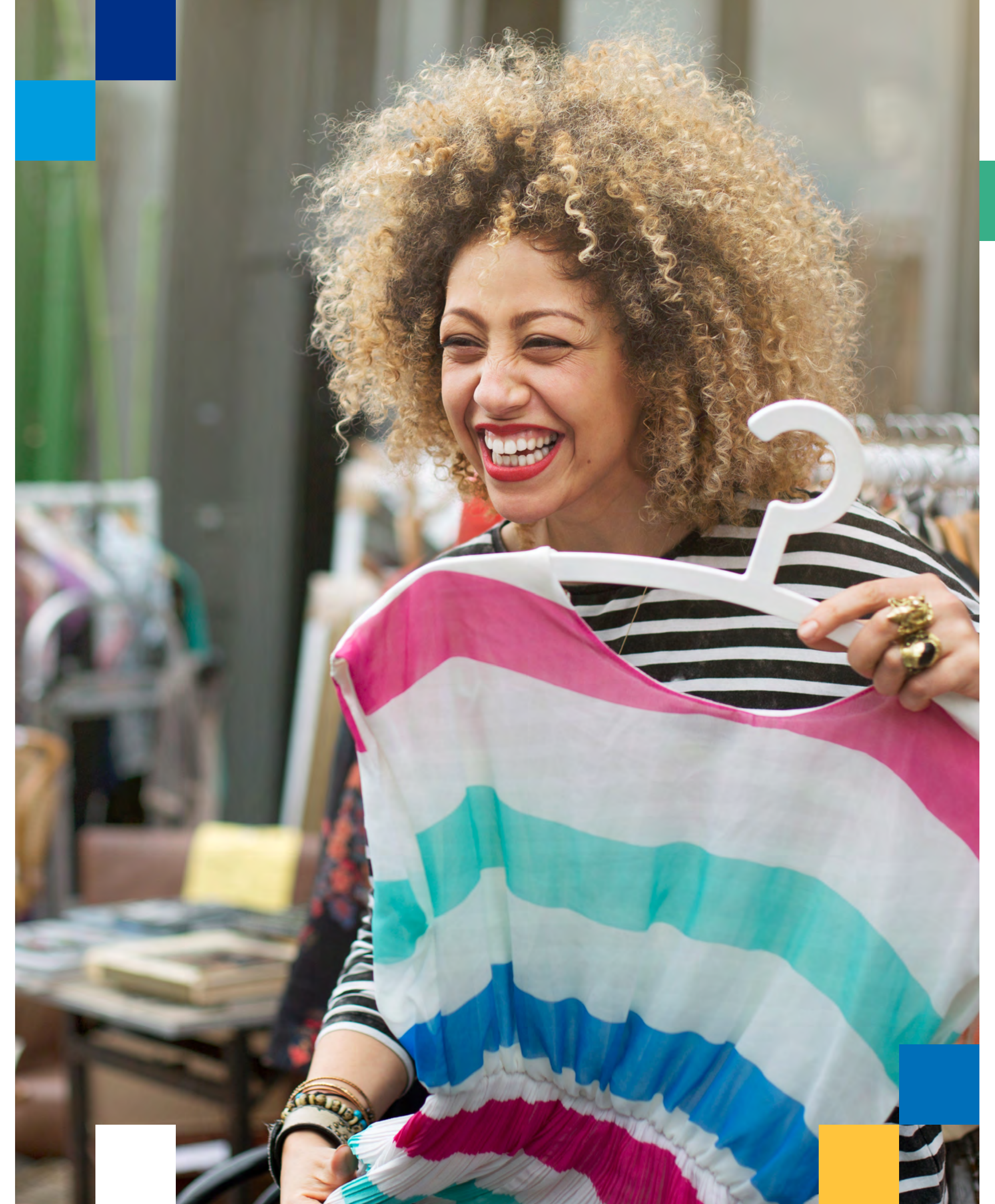


1

APPLY THE PURCHASING FUNNEL TO YOUR MARKETING STRATEGY

Today's customers may seem quick to buy, but in reality, there are many stages along the path to purchase. Before they decide, they take the time to evaluate a new brand, product, or service. Marketing to where they are in their purchasing journey will help attract and keep their attention during each crucial phase.

Knowing your customers is a good start, but further understanding the “why” behind each buy can help you develop messaging tailored just for them. The customer mindset can seem like a moving target, but breaking it down to a science can help you see things a little more clearly. The customer's journey, known as the purchasing funnel, maps their decision making into the six stages: awareness, interest, consideration, intent, evaluation, and decision.



APPLYING THE PURCHASING FUNNEL TO YOUR MARKETING STRATEGY

Rethink how you think about your customer

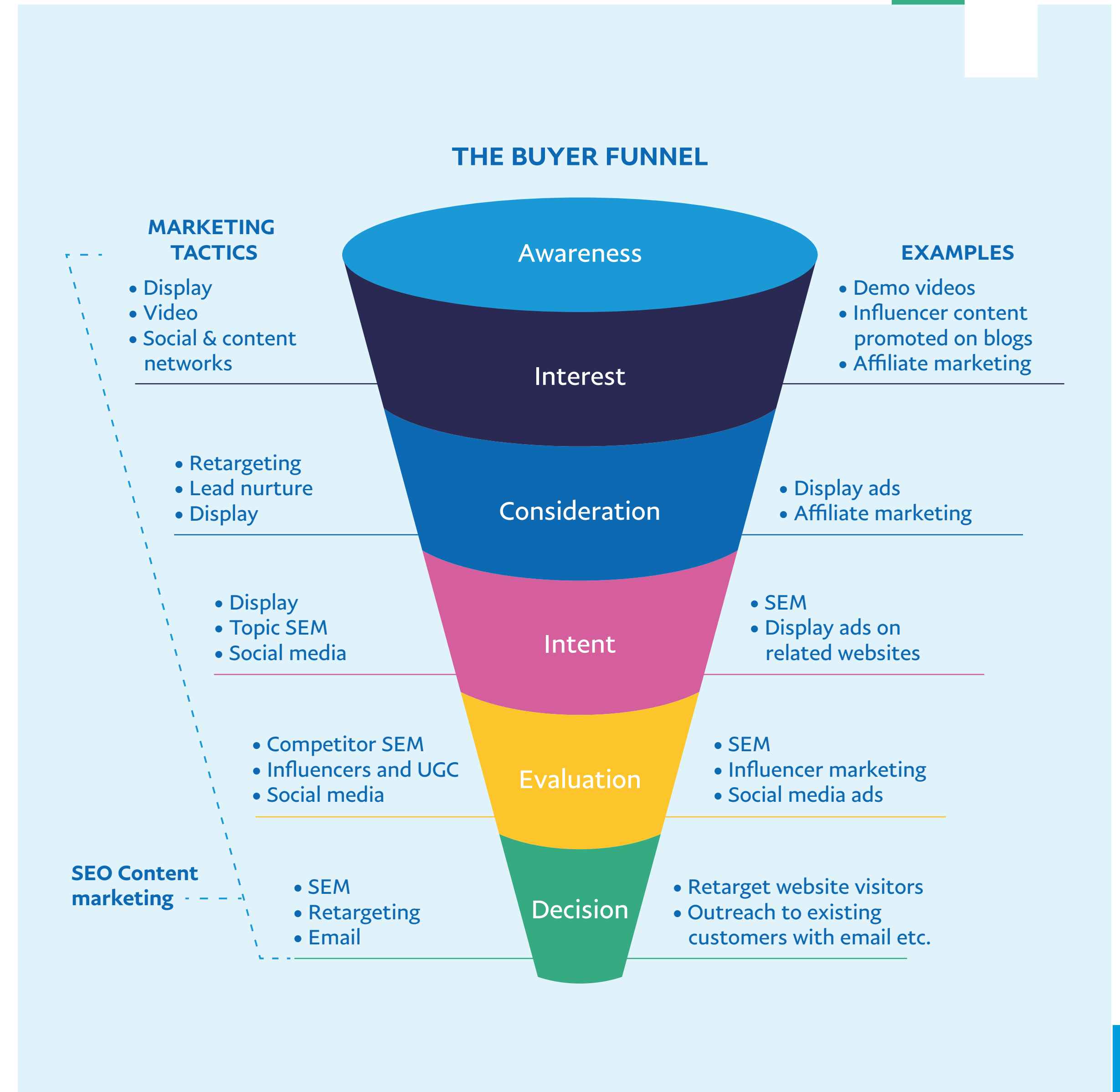
Basic customer personas give you a great base knowledge, but you can dive deeper to truly understand your customers. Think about your customers more dynamically and analyse what they're doing at each stage of the purchasing journey. Start by taking note of customer feedback to understand their unique pains and problems. For example, what are they clicking on at each stage of their journey, what stage do they tend to drop off at, and why. Understanding the influential factors that shape their decision to buy will help you build a solid foundation for your digital marketing strategy.

Tailor your tactics

Once you are familiar with your customers' needs at every stage, you can start to tailor your strategy to facilitate conversation and ultimately push conversions. For example, you could send customers in the evaluation stage positive reviews on a product they have had their eye on. From content to products to messaging and more, everything you put out should aim to be as tailored as possible.

Identify measures of success

As you start to rethink your customer at each stage of the funnel, you can also take another look at how you measure success. Similar to what you learned to do with your customers, break it down based on the six stages in the funnel and determine what success looks like in each stage. For example, it could be the number of conversions from outreach emails in the decision phase or a reduction in cart abandonment during the evaluation phase.



2 BE EASY TO FIND WITH SEARCH ENGINE OPTIMISATION

Search engines are one of the most powerful tools on the internet as they generate almost 30% of global web traffic⁶. Search engine optimisation (SEO) has the potential to drive quality traffic to your site—and if it's done right, it ensures stable, long-term traffic without recurring expenses.

81% of customers research online before they make a purchase, so take the time to help them find you with SEO⁷. SEO is the process of optimising your website around specific keywords, the site structure, and image descriptions, so your site can rank higher on search engine result pages such as on Google⁸. It has the power to give your businesses even more credibility, create long-term brand awareness, expand your target audience, and of course, boost conversions. And unlike social media or paid ads, SEO can accomplish this without constant effort and expenses from you.

Put yourself in the shoes of your user

Before you can start focusing on SEO, you need to put yourself in the shoes of your target audience and understand their search intent. Think about how they talk about the products or services you offer and figure out what they would want to know. You can do this by looking at their online reviews, forums, or conversations

on social media. Also, note their reactions to your competitors and how they talk about the industry as a whole. Once you have this put together, you can introduce yourself as exactly what they're looking for.

Pay attention to on-page content

Another SEO tip is making sure your on-page content uses natural language. Think about what language your customers would typically use when searching for products or questions related to your business. On-page content includes product titles, descriptions, images, blogs, or any other content you may have on your site.

Stay up to date on the latest search trends

Whether it's artificial intelligence (AI), voice search, or the rise in mCommerce— changes in how customers interact online will impact SEO trends. It's always a good idea to stay ahead of the curve, and SEO is no exception. Ensure your strategy reflects emerging trends.



Key tips to optimise your SEO:

Keywords

Use tools like Google Keyword Planner to reach customers who are likely to buy with focused terms or long-tail keywords.

A/B test

Test out specific keywords and messaging to determine what works best.

Device

Search engines are increasingly prioritising results from mobile friendly websites, so make sure your site is optimised for mobile as well⁹.

Language

Include voice-based spoken questions and natural language in your SEO strategy, for example “Where can I buy a blue, silk shirt?”

Video

Include keywords in the title and descriptions of your videos to help raise their profile.

Blog

Search engines favour websites that are regularly updated, so incorporating new content from blogs or reviews ensures better chances of higher ranking on search engines.



6. Statista, [Online search usage – Statistics & Facts](#), November 16, 2021. 7. Fundera, [Small Business Marketing Statistics and Trends \(2021\)](#), March 17, 2021.

8. BigCommerce, [Ecommerce SEO Guide: How Online Stores Can Drive Organic Traffic](#), February 03, 2022. 9. Statista, [Mobile search – Statistics & Facts](#), April 29, 2021.

3 MEET THEM WHERE THEY SPEND THE MOST TIME

In today's competitive market, taking every opportunity to boost your digital engagement is a must—and social media happens to be one of the most effective ways to do so. See how you can leverage your social presence to build brand awareness, attract new customers, and deepen customer relationships.

Social media is now 4.62 billion active users deep, with the typical user clocking in an average of 2 hours and 25 minutes on social channels every day¹⁰. There are also more platforms at your disposal than ever before. Reaching the right crowd for your business starts with focusing your efforts on the right platform for your business and building relationships through a fresh, personable and engaged presence. Although it takes time and patience, social media will be one of the most important tools in your digital marketing toolkit.

Decide what platform is right for you

The first step to creating a solid social strategy is understanding the demographics of each platform. Forget the social media stereotypes, because these demographics are not as cut and dry as they seem. For example, if you're targeting Gen Z, resist the urge to go

all-in on TikTok as the data shows nearly a quarter of Facebook users are 18-24¹⁰. And baby boomers might not seem like the social media type, but adults over 65 are well-versed with Facebook and Pinterest—in fact, they are Facebook's fastest-growing audience¹⁰. Platform preferences vary by market, so be sure to consider local data as well.

Be patient when building your audience

Social media can be a powerful tool, but as we all know a loyal following doesn't show up overnight. The best thing to do is focus on your online presence and audience before you start promoting products. People tend to gravitate towards other people, not sellers, so play up your unique brand personality with fresh, sharable content. When you focus on the conversation, sales tend to naturally follow.



Encourage user-generated content

User-generated content (UGC) gives your customers the chance to interact with your brand and share their product-related comments and images. It also enables sales, especially as customers enter the interest and evaluation stages of the buyer journey. You can also let them create shareable favourites and wish lists on your site and encourage them to share pictures and videos of them using your products.

Use (free) data to improve your social strategy

Social media platforms not only allow you to engage with customers, but they also provide free data and analytical tools. Take a look into who interacts with your brand, where they're located, what type of content they engage with, and when they're most likely to see your content. These insights will help you adjust your strategy as you go so you can get the most out of the time and effort you spend on social.

Think of paid content as your last resort

Your organic social presence not only connects you with current and future customers, but it also serves as a test run for your paid strategy. Once you have a clear view of what's gaining traction organically, take those successful posts and make sure they're seen by an even wider audience through paid promotion.

Leverage PayPal.Me

Social commerce is picking up speed worldwide, so now is the time to start perfecting those shoppable opportunities on social. PayPal.Me makes it easy for customers to shop without even visiting your site. Get paid hassle-free by creating a personalised link to send to customers via email, WhatsApp, social media, or any other messenger service. Plus, the safety and security that PayPal is known for will give your social commerce even more credibility.



Benefits of using social in your digital marketing strategy:

Build brand awareness

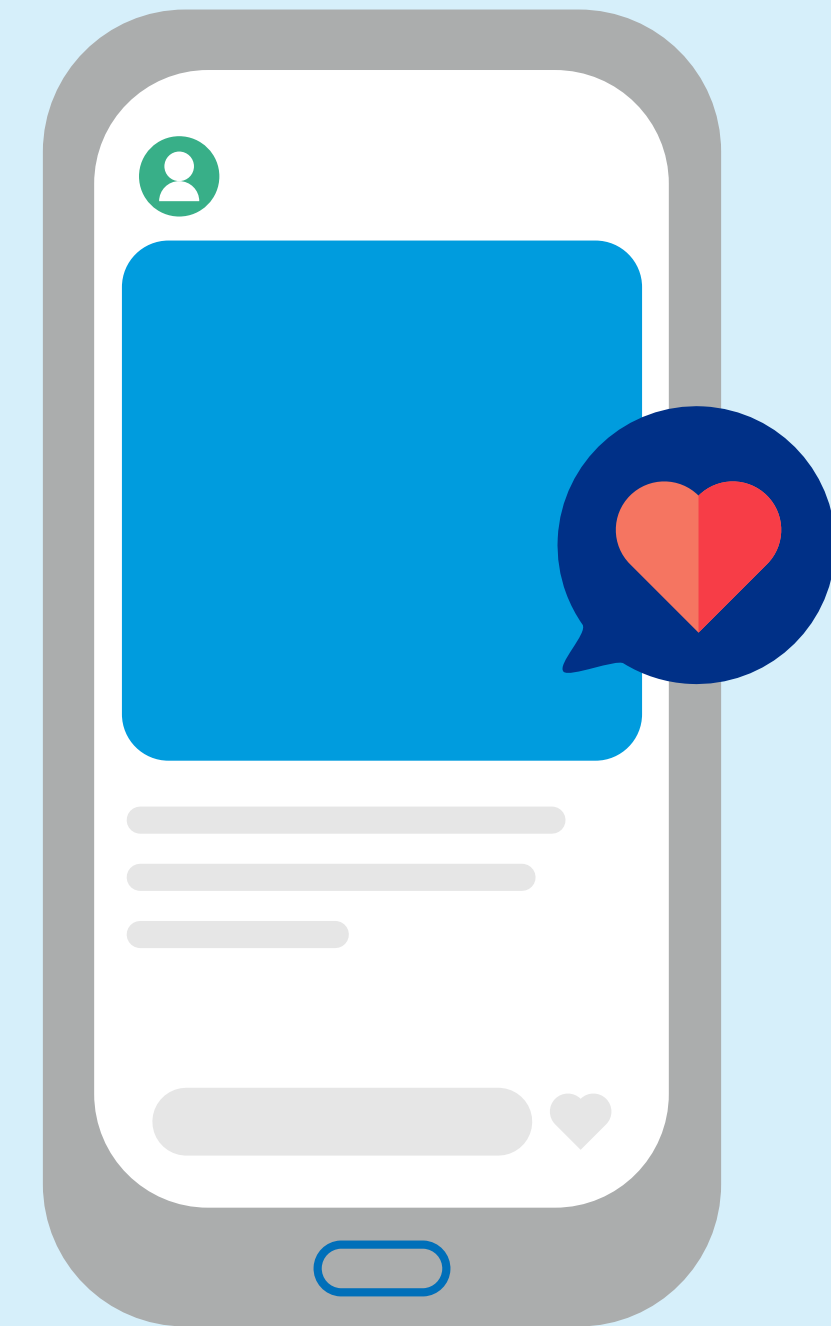
Build a presence with fresh content that creates conversation and encourages engagement with customers.

Attract new customers

Find your target in today's 4.62 billion active social media users¹⁰.

Deepen customer relationships

Allow customers to interact with your brand and even feature them on your page through UGC.



4 ATTRACT CUSTOMERS WITH GREATER PERSONALISATION

Customers are increasingly overwhelmed with ads, but personalised content can help you cut through the noise and make every message memorable and meaningful.

Today's customers are experts at tuning you out. They'll give you about three seconds to grab their attention, then you have to continue to hold it with clear, succinct information¹¹. It's not easy to achieve this perfect balance, but these personalisation tips will get you off to a good start.

Personalisation starts with segmentation

Pinpointing your most important audience sets you up for efficient and effective personalised messaging. Once you have prioritised audience types, you can start crafting messaging that resonate with high-potential targets..

Leverage customer data to deliver personalised offerings

Customer data, such as order history or on-site behaviour, can inform successful personalised offers. For example, knowing what products they gravitate toward could inspire you to offer deals on similar or related

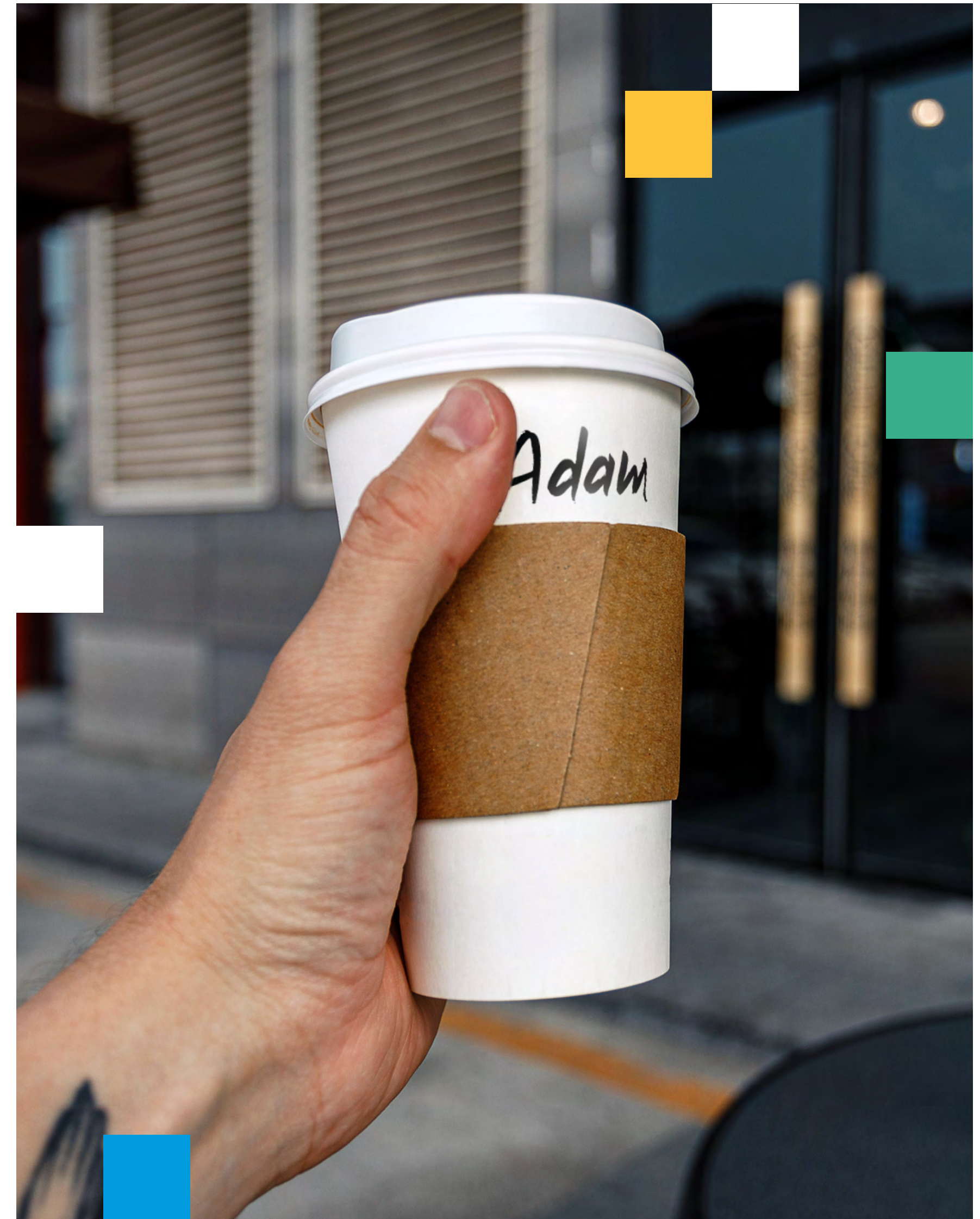
products. And when you use PayPal.Me, you can get paid by creating a personalised link and send it directly to customers through email or any messenger services.

Retarget abandoned customers

As mentioned in a previous Digitise + Thrive eBook, retargeting customers who drop off is a great way to reignite their interest and secure the sale. Most search and social platforms such as Facebook and Google offer their own retargeting services that comply with local privacy laws.

Onsite personalisation

Personalisation doesn't just drive customers to your site; it can also be used onsite to enhance their user experience. Let them create wish lists, mark their favourite items, and even use PayPal to personalise their payment process with local payment options. Customers will have a flexible, secure checkout experience that is equipped to meet their needs and preferences.



5 SET YOURSELF UP FOR A FRUITFUL HOLIDAY SEASON

As more customers move their holiday shopping sprees online, it's no surprise that your holiday planning phase is more important than ever. Take this opportunity to win over new customers, increase brand awareness, and of course, boost sales¹².

As you already know, the holiday season is the busiest time of the year for most online businesses, so you can never be too prepared. From freshening up your landing pages, to creating the perfect holiday marketing campaign, take this opportunity to outdo last years' holiday season and make your sales spike before the new year.

Entice customers over email

Email marketing isn't anything new, but with all the promotions around the holiday shopping season, it's an effective tool to draw customers in. A successful email campaign will clearly communicate why customers should choose you over the competition. You can also use personalisation in your emails, simple layouts, and a clear CTA to help you stand out from the crowd.

Launch holiday promotions on social

Don't forget to support your email campaign with engaging promotions on social channels. You can keep it simple with sharing coupons or sales, or you can find other ways to interact such as giveaways, contests, UGC, or limited time promotions. These tactics jolt the customer into action and not only drive

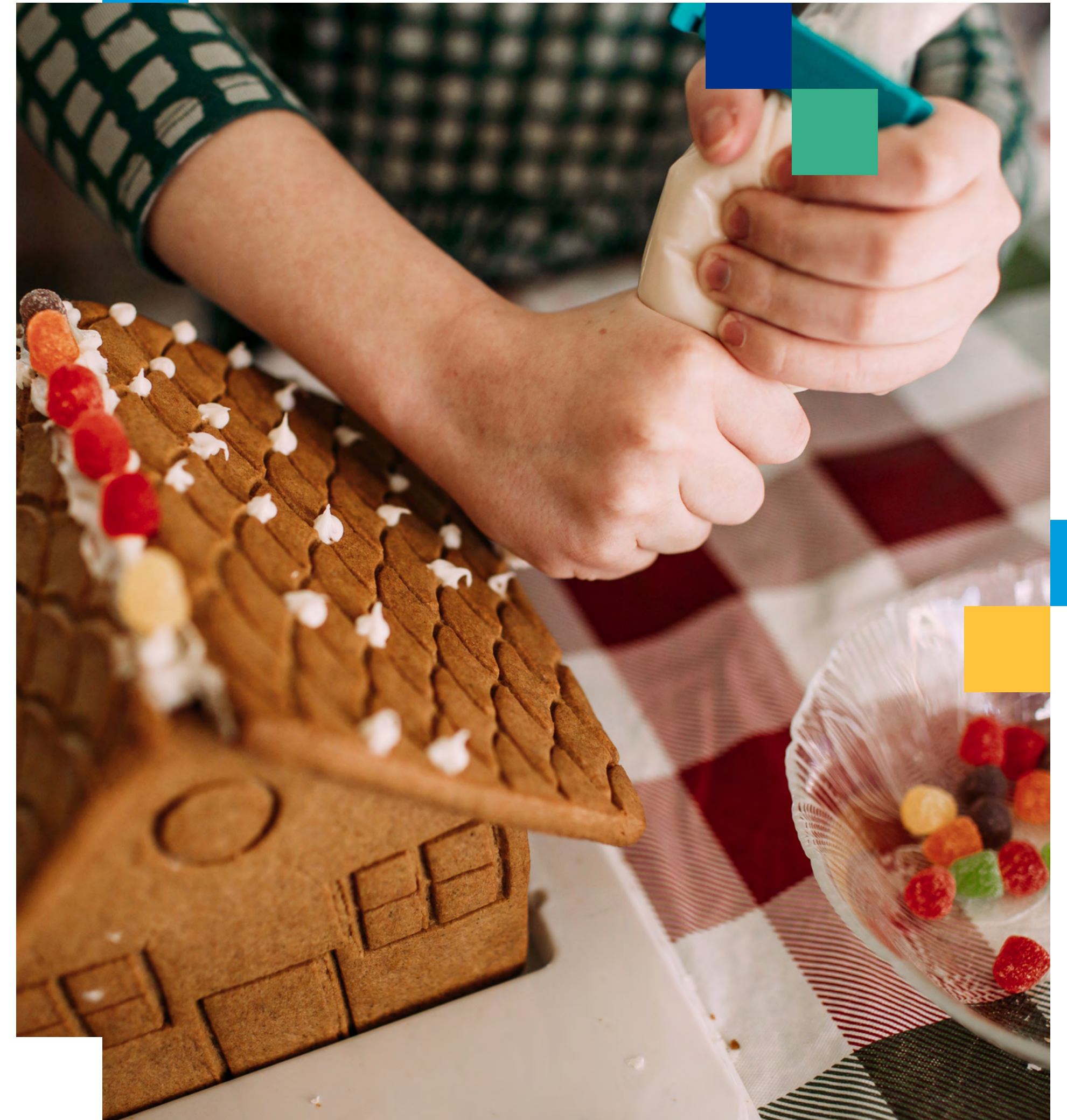
them to purchase, but you could also prompt them to share your posts with their followers and help drive first-time visitors to your site.

Make it easy for customers to opt into your email campaign

Email campaigns are great at swaying holiday shoppers, but first, you have to make sure they're signed up for them. Draw them to your subscription list with an initial offer such as 10% off their first purchase. Once they're in, you can start informing them of holiday sales ahead of time. Include the date and the time the sale starts with a countdown timer that would help to further build anticipation.

Stay on top of holiday shopping trends

Make the most out of the major shopping seasons by optimising your online ad strategies. You can use Google Trends to see popular searches by geographic regions and identify emerging searches that could benefit your business. These insights could help you decide which products to promote, and how to market them.



START STANDING OUT WITH EFFECTIVE ONLINE MARKETING

In an oversaturated digital world, it's essential to not only market your business, but market it right. From following along with customers on their buyer journey to creating your best social presence yet, use the steps laid out in this eBook to break through and make a lasting impression. PayPal you can set yourself up for success with the right tools and presence to support your growth. You'll also boost your credibility by having one of the world's top 2 most trusted brands as your partner¹³.

Get Started →

