Creating a digital marketing strategy in uncertain times

with Melinda Emerson

Notes and ideas from our 4.16.2020 webinar.
This material is from a guest speaker and does not necessarily reflect the opinions of Verizon.
“97% of all customer interaction is digital! Do you need to reinvent your business model?”

— Melinda Emerson
Creating a digital marketing strategy in uncertain times: key takeaways

Use the SCAMPER Formula to develop your new revenue model.

**Substitute** – Can you use different vendors or staff to lower your costs?

**Combine** – What offers can you combine to innovate and develop new offers?

**Adapt** – What changes need to be made to keep the customer?

**Modify** – What can you modify to add value without increasing price?

**Put to Another Use** – Is there another market or niche your business could serve?

**Eliminate** – Is there anything you need to stop doing in this new selling environment?

**Reverse** – How can you reorganize to make things more effective?
Ask yourself, “Does my website make a good first impression?”

• Conduct a site audit
• Test your user experience
• Review your lead magnets
• Use Google Analytics
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Email is king:
With a list you have the power to sell.

- Know your audience
- Give to get—share helpful information
- Calls to action (be clear, concise and clever)
- Email must align with overall brand
- Track email metrics—watch email fatigue
- Keep a clean list (purge every 3-6 months)
- A/B test every element
If you can’t afford a professional copywriter and you plan to write your site yourself, use the P.A.S. Formula:

• Problem: Lay out their problem
• Agitate: Share their pain and agitate them to take action
• Solution: Offer your solution
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9 elements of a successful digital marketing strategy.

1. Map the customer journey
2. Talk to your customers
3. Competitive analysis
4. Sales vs. marketing
5. Channel analysis/analytics
6. Internal resource audit
7. Marketing automation
8. Budgeting
9. Create the annual plan
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For more from Melinda Emerson, visit her LinkedIn or Facebook.

How to Recession Proof Your Small Business by Melinda Emerson can be found at www.succeedasyourownboss.com/recession

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