

DIGITAL MARKETING PLAN

BOOSTING ACQUISITION AND AWARENESS

Marcus Farias

Growth Marketer

I have been helping multinational companies to increase revenue through digital marketing channels for more than 10 years.

I am specialised in data analytics and user behaviour in multimedia media platforms.

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Google



endeavor
BRASIL

SimilarWeb



sodexo

SBS



AGENDA

SEARCH ENGINE OPTIMIZATION (SEO)

TRACKING

PAID SEARCH

EXECUTION PLAN

01

02

03

04

01

TRACKING

Event Funnel

18% of the users who enter the funnel make it all the way through.

Event 1 (Visited URL is https://fruitshoppe.firebaseio..

982 people · 100%

Event 1 + 2 (Clicked Text is exactly Add to cart)

498 people · 51%

Event 1 + 2 + 3 (Clicked Text is exactly Checkout)

318 people · 32%

Event 1 + 2 + 3 + 4 (Clicked Text is exactly Purchase)

174 people · 18%

Segment Health

BY SEGMENT ACTIVITY

Device Breakdown

BY USER COUNT

PAGE INSIGHTS



Top Users

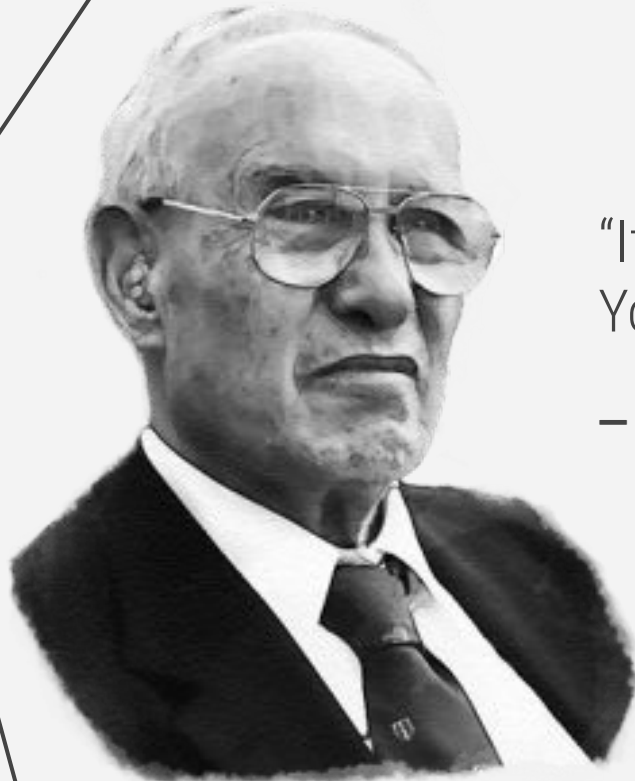
BY TOTAL SESSIONS



User Trends

DAILY ACTIVES

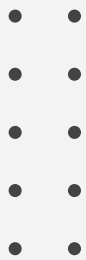




"If You Can't Measure It,
You Can't Improve It."

— PETER DRUCKER






Google Analytics




- Setup proper goals;
- Create audiences;
- Remove employees visits;
- Setup acquisition funnel;

ENABLE DEMOGRAPHICS AND INTEREST

 Analytics

All accounts > <http://www.royalit.com...>
www.royalit.com.au

Try searching for "acquisition overview"

 Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Mobile

Cross Device BETA

Custom

Benchmarking

Users Flow

Acquisition

Demographics and Interest Reports

Enable

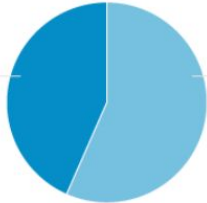
The Demographics and Interest sections include Overview reports, along with new Age, Gender, and Interest Categories reports.

- They allow you to better understand who your users are.
- You can segment the rest of your Analytics data by these same characteristics so you can understand how converting and non-converting users differ (and many other such comparisons).
- These are the same demographics & interest categories used to target ads on the Google Display Network. Use these insights about your users to refine your ad campaign strategies.
- Not all of your users may have demographics associated with them, so these reports may only represent a subset of your users and may not be representative of your overall site composition.
- [Learn more](#) about how Google determines user demographics.
- [Learn more](#) about how Google determines user interest categories.
- Before enabling Demographics and Interest Reports you may need to update your privacy policy according to [this policy](#).

[Learn more](#) about the new reports.

Gender

100% of total sessions



Gender	Percentage
Female	45.85%
Male	54.15%

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WEBSITE GOALS

Goal	Id	Goal Type	Past 7 day conversions	Recording
Contact Phone (NYC)	Goal ID 2 / Goal Set 1	Event	0	<input checked="" type="checkbox"/>
Email Clicks	Goal ID 8 / Goal Set 2	Event	0	<input type="checkbox"/>
Email Clicks (NYC)	Goal ID 3 / Goal Set 1	Event	0	<input checked="" type="checkbox"/>
Footer Phone (NYC)	Goal ID 4 / Goal Set 1	Event	0	<input checked="" type="checkbox"/>
Form Submission (NYC)	Goal ID 1 / Goal Set 1	Destination	2	<input checked="" type="checkbox"/>
Header Phone (NYC)	Goal ID 5 / Goal Set 1	Event	0	<input checked="" type="checkbox"/>
Live Chat Offline Message	Goal ID 6 / Goal Set 2	Event	0	<input checked="" type="checkbox"/>
Live chat served by operator	Goal ID 7 / Goal Set 2	Event	0	<input checked="" type="checkbox"/>
Phone Clicks	Goal ID 9 / Goal Set 2	Event	0	<input checked="" type="checkbox"/>

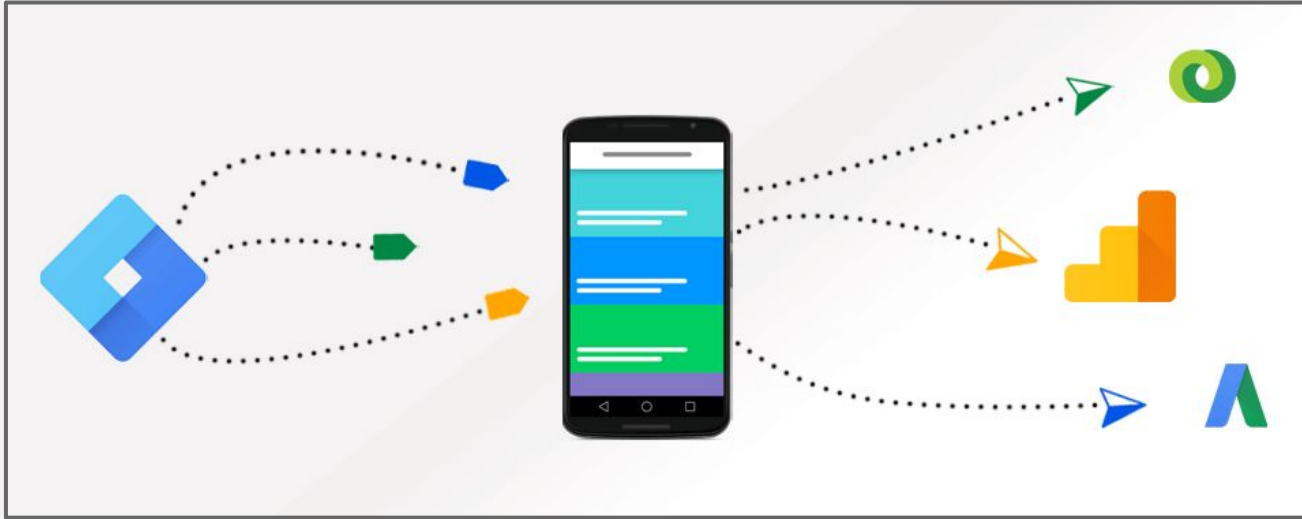


Tag Manager



- Improve overall website performance and tag management;
- Unify any third party script;
- Prioritize tags loading for SEO optimization;
- Fire tags based on triggers without coding;

TAG MANAGER HANDS ON





HOTJAR



- Heatmaps;
- Visitors surveys;
- Funnels;

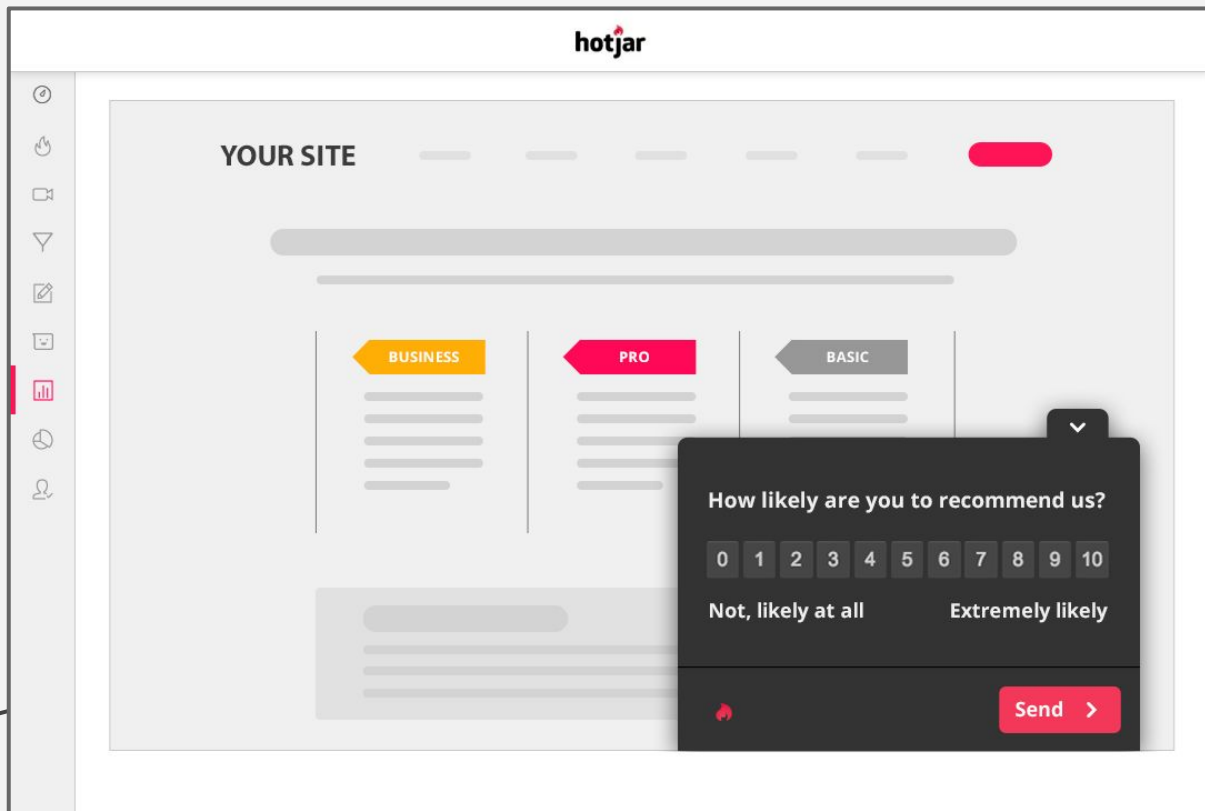


THIS IS A HEATMAP



HEATMAPS

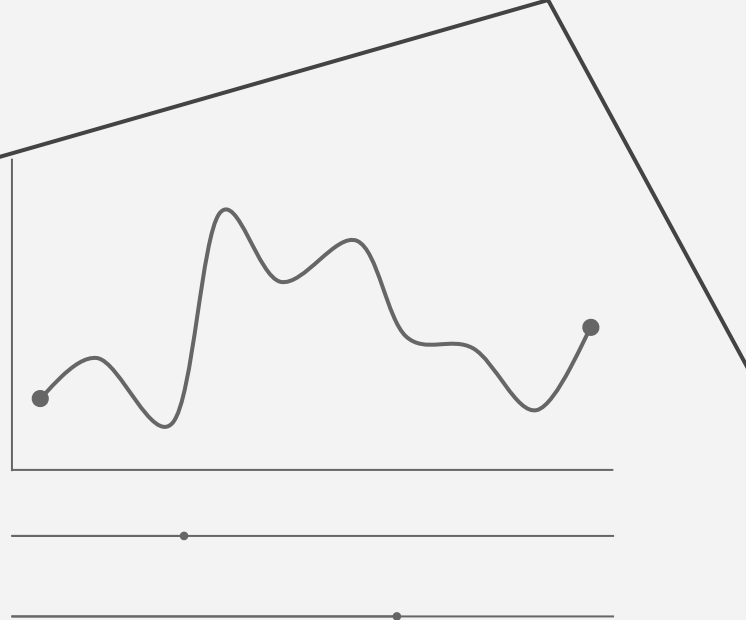
SURVEYS ON-PAGE



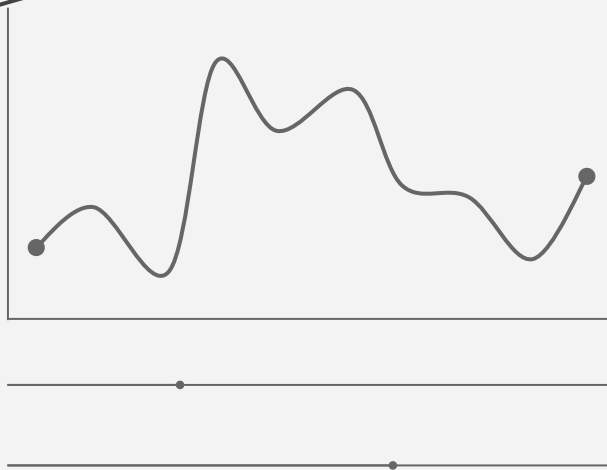
SURVEYS

KEY PERFORMANCE INDICATORS

Design the right KPIs will help us understand the performance of each channel, furthermore, it will enable to focus our efforts on the tasks that are **more likely to generate better results based on historical data.**



KEY PERFORMANCE INDICATORS



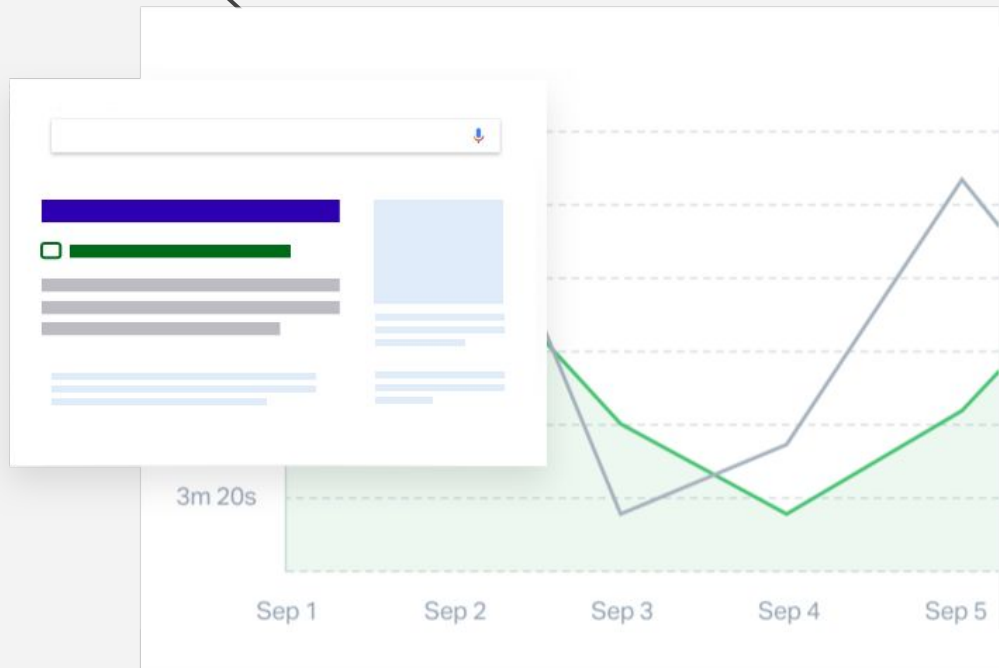
Some KPIs examples are:

- Technical SEO performance;
- Paid Media - ROI;
- Conversion per channel;
- Organic search volume;



02

PAID MEDIA



“Mass marketing is turning into
a **mass of niches.**”

— CHRIS ANDERSON



Google Adwords



- Campaigns analysis (ROI);
- Keyword planning;
- Copyright experiments;
- Segmentation experiments;
- Multimedia content campaigns;
- Remarketing campaigns;

BRANDING CAMPAIGNS BUDGET

The screenshot shows a Google search interface with the query 'royal it support' in the search bar. The search results page displays two advertisements and one organic search result. The first advertisement is from www.firstfocus.com.au, titled 'Need Business IT Support? - # 1 Rated Managed IT in Perth', and describes Australia-wide professional IT support services. The second advertisement is from www.ittelligent.com.au, titled 'Need Proactive IT Support? - 24/7 IT Support in Melbourne', and describes 24-hour helpdesk services. The organic result is from www.royal.it.com.au, titled 'Royal IT: IT Support Perth - Perth IT Solutions', and describes a company providing powerful, long-lasting IT solutions.

Google

royal it support

× | 🔊 🔍

🔍 All | 📍 Maps | 🖼 Images | 📰 News | 🛒 Shopping | ⋮ More | Settings | Tools

About 2,030,000,000 results (0.66 seconds)

Ad · www.firstfocus.com.au/it-support/it-support ▾ 1300 556 531

Need Business IT Support? - # 1 Rated Managed IT in Perth

Australia-wide Professional IT **Support** from your Desktop to Datacentre. 24/7 Available **Support**. Australian Help Desk. Australian Owned. Professional IT Services. Nationwide Onsite **Support**. Services: IT **Support**, Cloud Solutions, IT Security, Help Desk.

Cloud Solutions	Contact Us
Smart Cloud Solutions	Please fill out our Enquiry Form
Business Cloud Provider	We will call you back within 30min

Ad · www.ittelligent.com.au/it-support ▾ 1300 889 095

Need Proactive IT Support? - 24/7 IT Support in Melbourne

Frustrated with your current IT **Support** Provider? Want faster & more effective response? 24-Hour Helpdesk. Fixed Cost Plans. ITelligent is ready and able to assist. No Lock In Contracts. 20x Certified Engineers. Fixed Monthly Fee.

Online System Backups · 24/7365 IT Support · Leaving Your IT Provider? · Free IT Audit

www.royal.it.com.au ▾

Royal IT: IT Support Perth - Perth IT Solutions

We're an IT company that provides powerful, long lasting IT solutions that can grow alongside your business. Reinvigorating your business with IT solutions.

Contact us	IT Support
Contact Royal IT. Perth Office 21 Moore Street East Perth WA ...	If something goes wrong with your IT infrastructure, you need ...

NEGATIVE KEYWORDS

The image shows a Google search results page for the query "uwa it support". The search bar at the top contains the text "uwa it support" and is highlighted with a red rectangle. Below the search bar, the navigation links "All", "Images", "Maps", "News", "Shopping", "More", "Settings", and "Tools" are visible. The search results show "About 6,290,000 results (0.51 seconds)".

The first search result is an advertisement for "Trusted IT Support - IT Services for your Business" from www.royalit.com.au. This entire ad block is enclosed in a red rectangle. The ad text includes:

- Ad** • www.royalit.com.au/services/it-support ▾ 1300 249 643
- Trusted IT Support - IT Services for your Business**
- Perth-based IT specialists to help **support** your business and grow your business. Dedicated and fast-response IT **support** services. Book a free consultation today.
- Contact Us**
Obligation free network assessment
Tailored IT Support Plans
- Trusted IT Consulting**
Technical and Strategic Advice
Smart Business Decisions

The second search result is an advertisement for "Network security boot camp - UWA - Refresh your career" from bootcamp.uwa.edu.au. The ad text includes:

- Ad** • bootcamp.uwa.edu.au/boot-camp/cybersecurity ▾
- Network security boot camp - UWA - Refresh your career**
- Speak with admissions today to become a cybersecurity analyst — all applicants welcome. Get real-world cybersecurity training and hands-on experience to build your portfolio. Career services. CEH training. Real-world scenarios. Learn ethical hacking. Hands-on training.

The third search result is an advertisement for "Full Range IT Support Services - Frustration Free IT Services" from www.spirit.com.au. The ad text includes:

- Ad** • www.spirit.com.au/ ▾ 1800 774 748
- Full Range IT Support Services - Frustration Free IT Services**
- Your Business Never Sleeps and Neither do We. We'll be there for You when You Need Us Most. Worry Less & Get Complete IT Protection in one Bundle. Enquire a Free Audit Now! Get a Personal Quote. Symmetrical Speeds. Enterprise-Grade SLAs.

NEGATIVE KEYWORDS

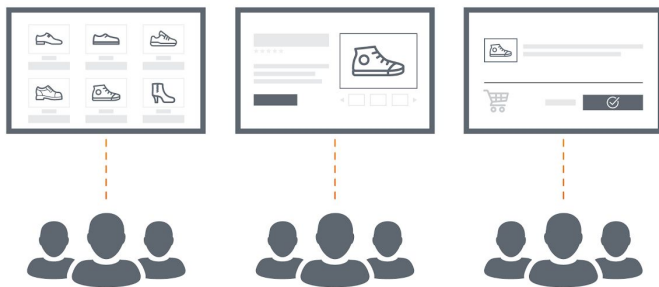
ecu it support	34 (3.04%)	A\$239.56 (5.71%)
uwa it support	10 (0.90%)	A\$82.55 (1.97%)
it companies in perth	11 (0.98%)	A\$50.86 (1.21%)
curtin it support	7 (0.63%)	A\$45.80 (1.09%)
cyber security	8 (0.72%)	A\$44.95 (1.07%)
edith cowan university it support	3 (0.27%)	A\$39.05 (0.93%)
ecu it help desk	8 (0.72%)	A\$36.65 (0.87%)
murdoch university it support	4 (0.36%)	A\$29.97 (0.71%)
royal it	37 (3.31%)	A\$29.10 (0.69%)
it recruitment agencies perth	6 (0.54%)	A\$27.17 (0.65%)
uwa it support staff	3 (0.27%)	A\$24.35 (0.58%)
cyber security perth	5 (0.45%)	A\$23.51 (0.56%)
office solutions it perth	2 (0.18%)	A\$22.50 (0.54%)
it support jobs perth	5 (0.45%)	A\$22.19 (0.53%)
it services perth	1 (0.09%)	A\$19.25 (0.46%)

CAMPAIGN BUDGET DISTRIBUTION

Campaign ?	Acquisition			Behavior			Conversions	Goal 11: Contact Form ▾
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Contact Form (Goal 11 Conversion Rate) ?	Contact Form (Goal 11 Completions) ?
	357 % of Total: 15.72% (2,271)	354 % of Total: 15.78% (2,244)	389 % of Total: 14.86% (2,618)	73.78% Avg for View: 67.57% (9.19%)	1.70 Avg for View: 1.71 (-0.36%)	00:01:07 Avg for View: 00:00:49 (34.91%)	1.29% Avg for View: 0.92% (40.21%)	5 % of Total: 20.83% (24)
1. S IT Company	265 (74.02%)	261 (73.73%)	283 (72.75%)	71.38%	1.76	00:01:12	0.71%	2 (40.00%)
2. S IT Support Services	79 (22.07%)	79 (22.32%)	89 (22.88%)	82.02%	1.44	00:00:48	2.25%	2 (40.00%)
3. S IT Security	12 (3.35%)	12 (3.39%)	14 (3.60%)	64.29%	2.36	00:01:21	7.14%	1 (20.00%)
4. S Free IT Health Check	2 (0.56%)	2 (0.56%)	3 (0.77%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)

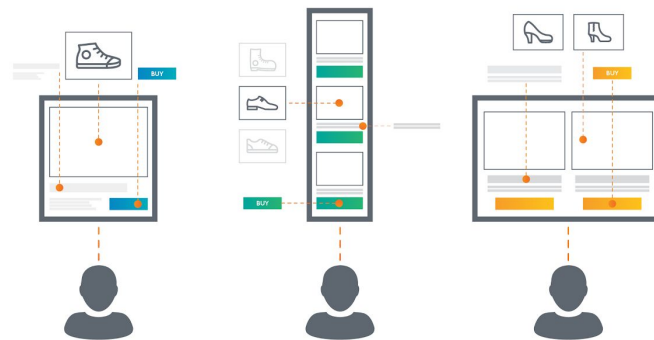
REMARKETING CAMPAIGNS

STATIC RETARGETING



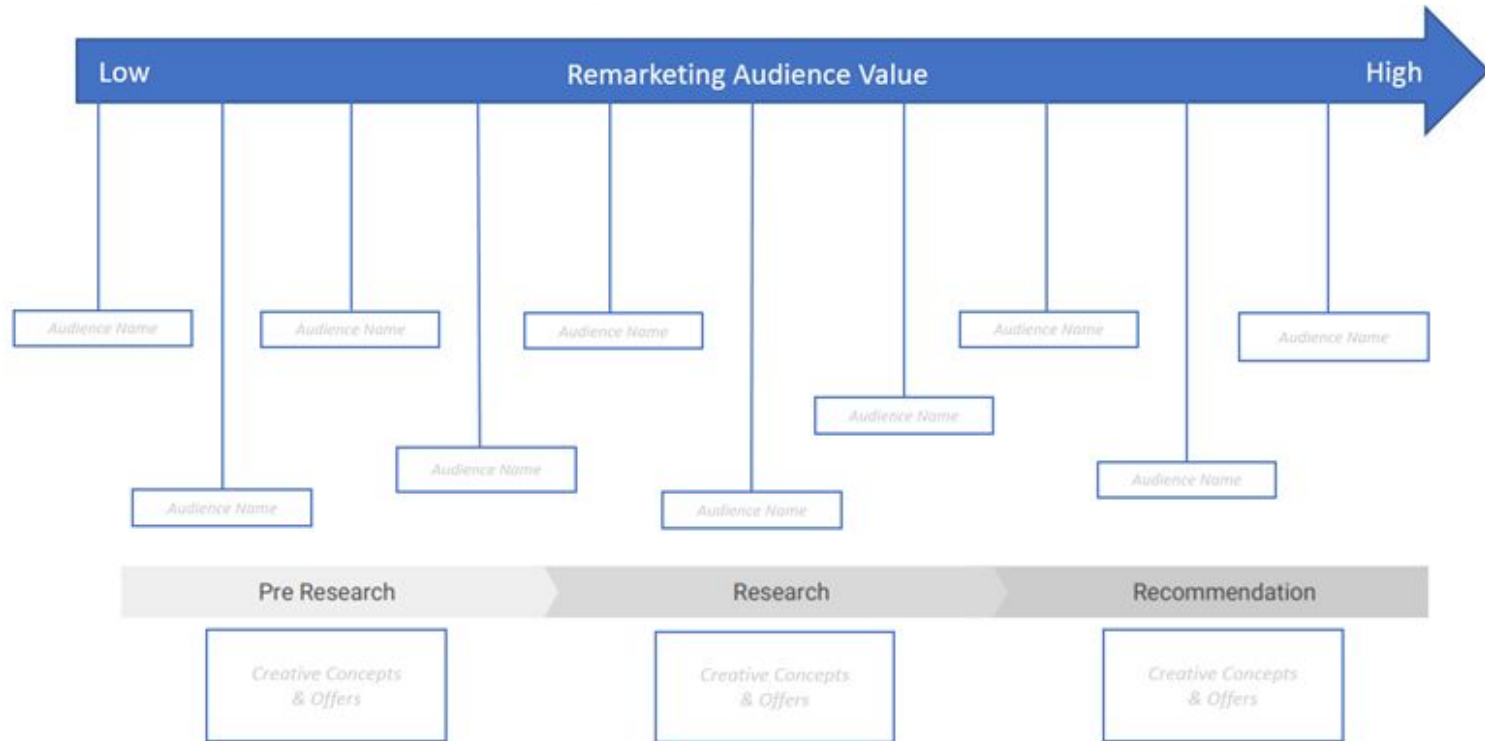
A small group of fixed ads are created and served to groups of people depending on the page they visited on your site.

DYNAMIC RETARGETING



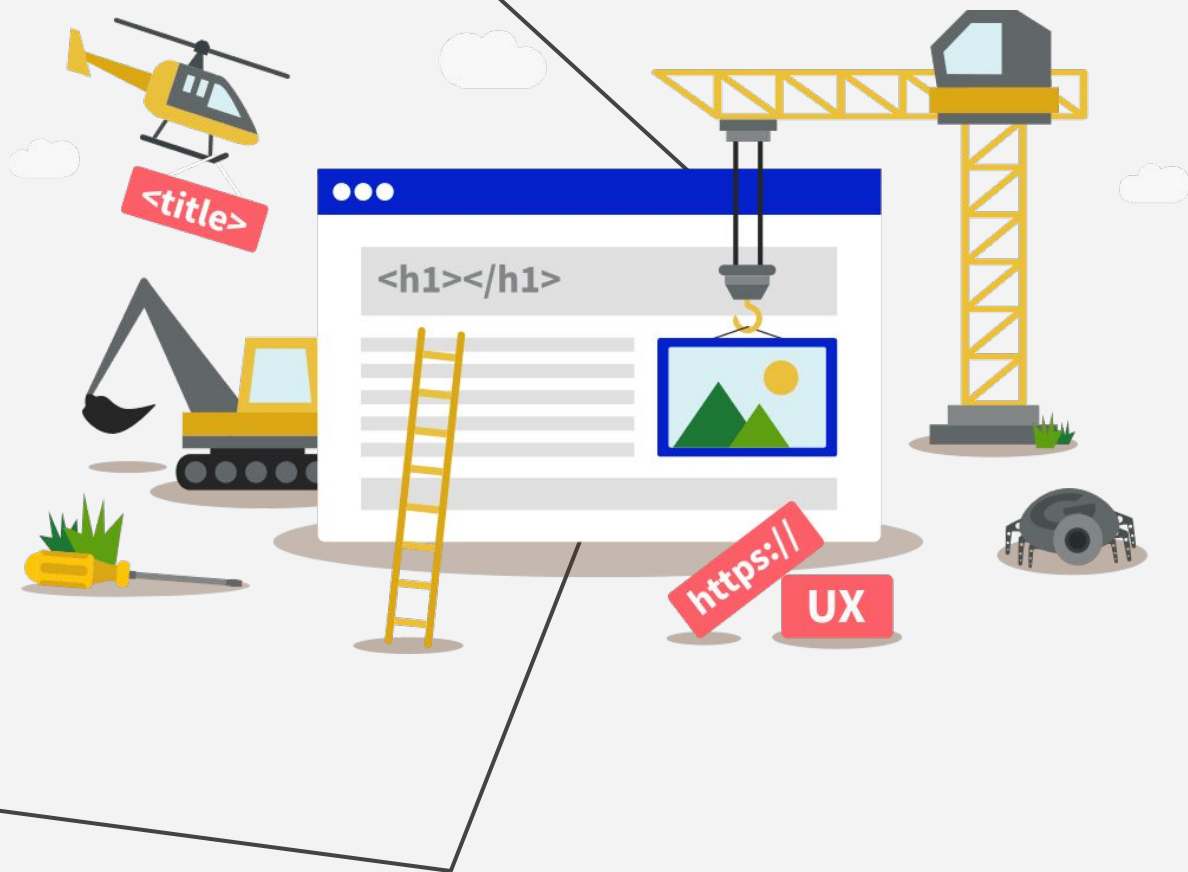
Personalized ads are dynamically generated for each individual, based on shopper behavior.

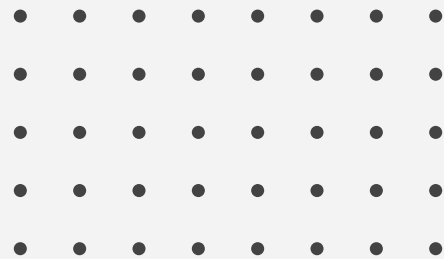
REMARKETING INTENT CAMPAIGNS



03

SEO





“Better content is outweighing
more content.”

— RAND FISHKIN



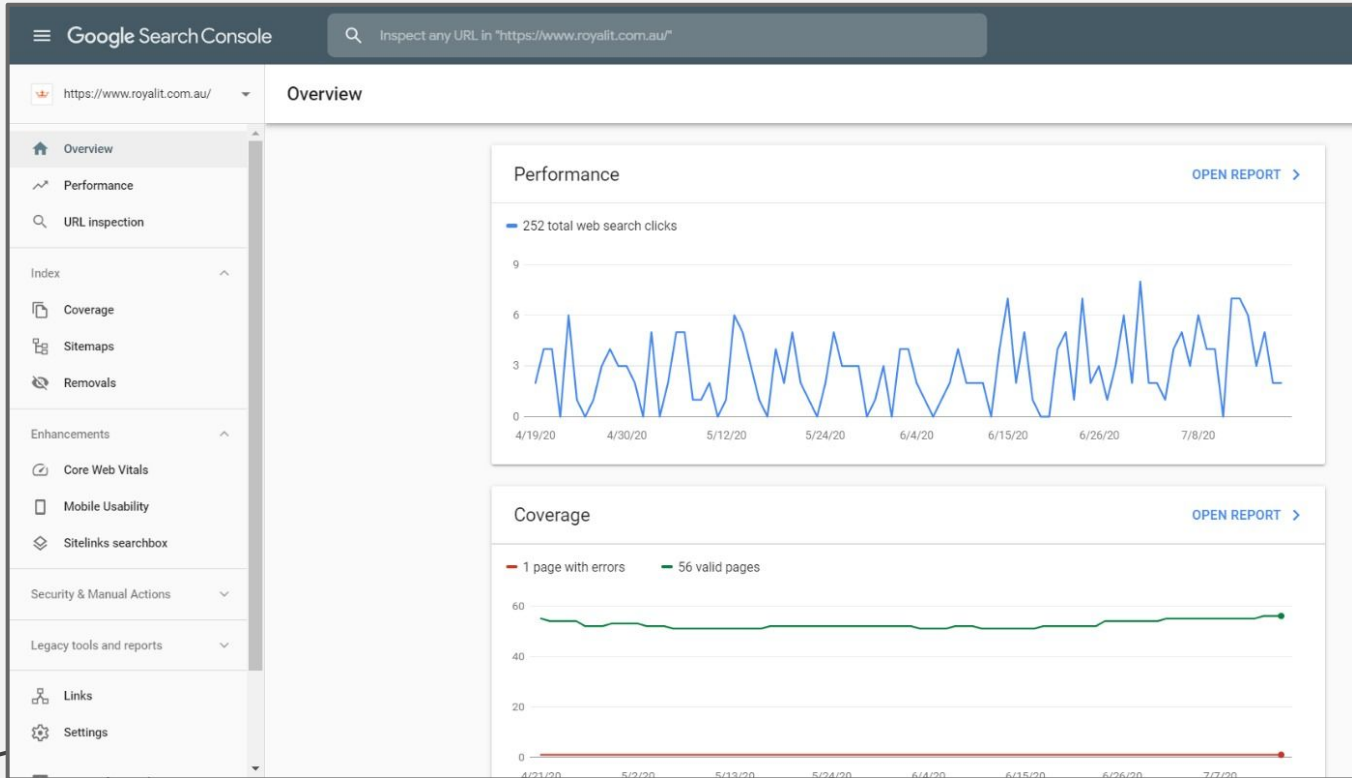


Search Console



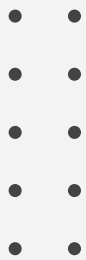
- Ranking performance;
- Keyword position and impressions;
- SEO improvements;
- Mobile usability;

SEARCH CONSOLE REPORTS



KEYWORDS REPORT

Query	↓ Clicks	Impressions	Position
royal it	140	572	2.6
royalit	20	297	2
royal it perth	9	47	3.4
royal it support	7	30	2
it solutions perth	2	1,325	11.4
perth it	2	507	14
royal.it	2	64	2.9
it royal	2	41	3
www.royal.it	2	31	2.5
it support perth	1	1,538	26.7















SEMRush



- Keyword planning;
- Competitor analysis;
- Paid search optimization;
- Site audit;

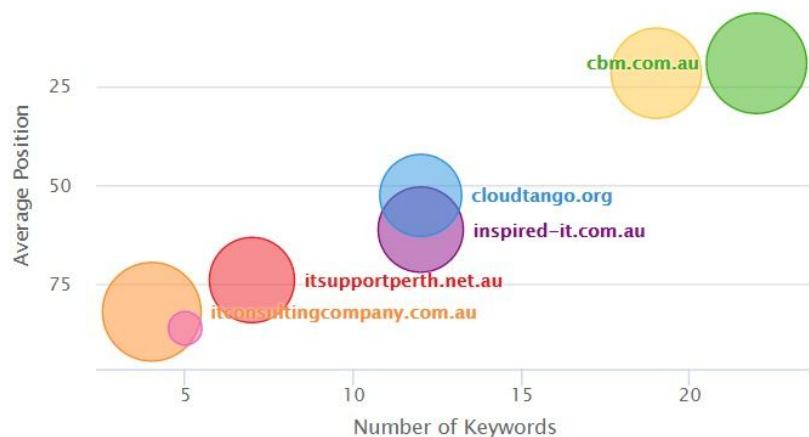
KEYWORD ANALYTICS

Keyword		Volume	Trend	KD %	CPC (USD)
it support	+	2.4K		 66.31	6.57
helpdesk	+	1.6K		 79.98	11.34
it consulting	✓	1.6K		 57.74	4.41
it services	+	1.6K		 59.04	7.82
managed services	+	1.6K		 74.21	11.28
it companies it company	+	720		 61.78	4.01

Competitors

COMPETITORS MAPPING

Top Competitors ⓘ



#	Competitor	Visibility
✓ 1	cbm.com.au	19.78% 0
✓ 2	itconsultingcompany.com.au	18.18% 0
✓ 3	techbrain.com.au	13.77% 0
✓ 4	itsupportperth.net.au	11.71% 0
✓ 5	inspired-it.com.au	11.52% 0
✓ 6	cloudtango.org	10.19% 0
✓ 21	royalit.com.au you	0.44% 0

[View all 20 competitors](#)

[Find more competitors](#)

Competitors



Screaming Frog



- Indexing issues;
- Sitemap links;
- Technical audit;



Content production

- Define your Persona;
- Create a content calendar;
- Content optimised for ***humans***;
- Constant content updates;

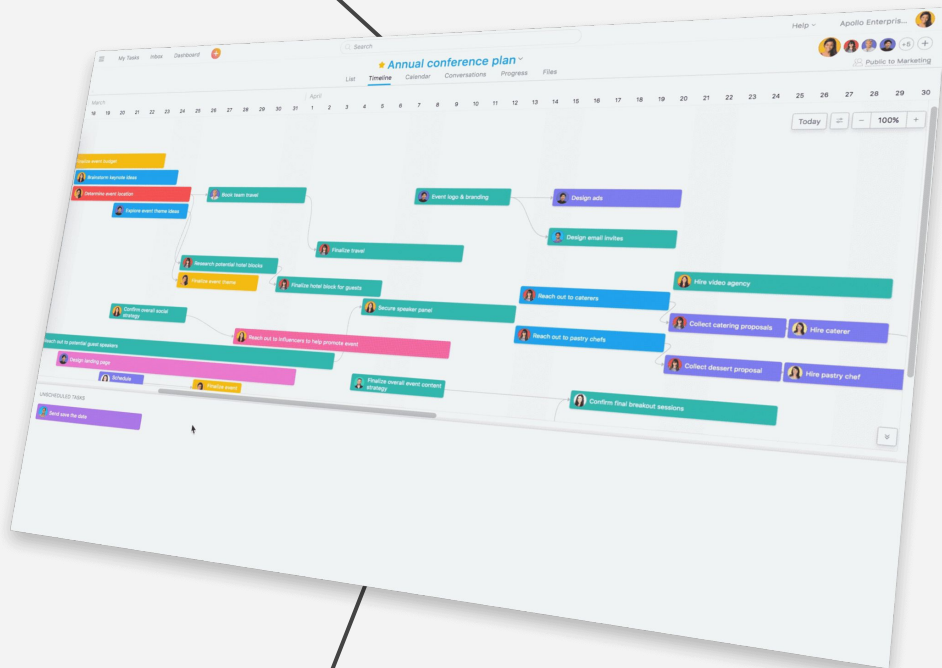


LANDING PAGES

- Optimise layout;
- A/B test (images, copyright, CTAs);
- Create thank you pages;

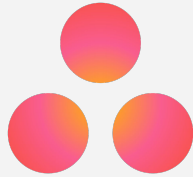
04

EXECUTION PLAN





ASANA



- List of tasks;
- Communication;
- Schedule;
- Documentation center;

HOW WE WILL IMPLEMENT THIS PLAN

01

Fixing web analytics tracking and
optimize the strategies that are
already in place

Creating dashboards, analysing data
and implementing A/B tests

02



A TIMELINE ALWAYS WORKS WELL

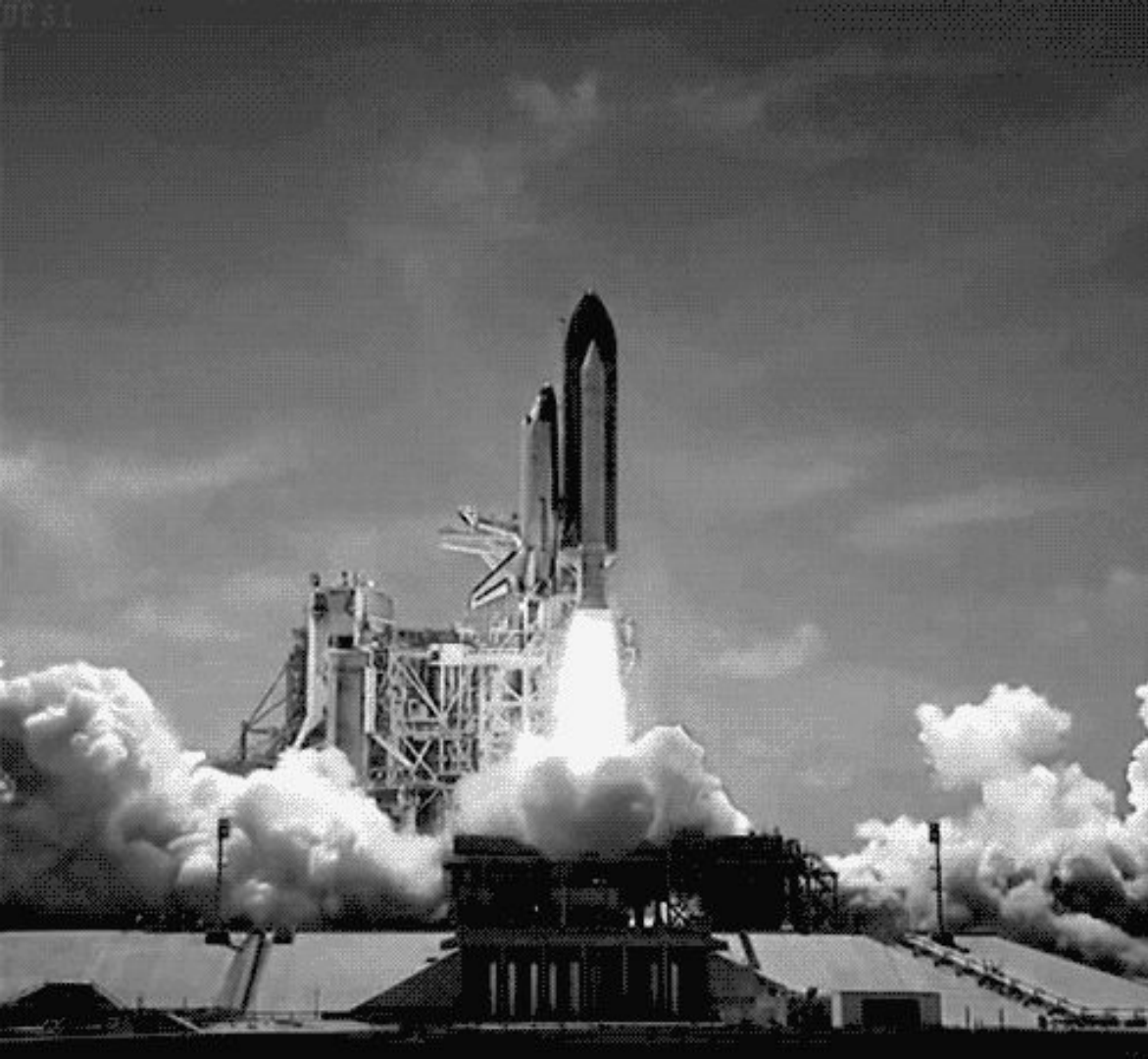
Designing UX experiments, change
website layout, setting up lead
capture tools

03

04

Analysing reports and propose
continuous improvements





**LET'S LAUNCH THIS
ROCKET TOGETHER?**

