



Digital Marketing Strategy Guide

For Rinnai PRO Network Members

Rinnai



What is digital marketing?

Digital marketing is advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel. Simply put, digital marketing is any form of marketing products or services that involves electronic devices.

Reason why you'd want digital marketing:

Brand awareness

Do you want more people to know about your brand (or your products and services)?

Acquisition or lead generation

Do you want to obtain new customers?

Growth from existing customers

Do you want existing customers to purchase products or services more frequently?

Here are some common digital marketing techniques:

- SEO
- On-page SEO Audit
- User Experience
- Paid Search Ads
- Display Advertising
- Sponsored Social Posts
- Email Marketing
- Native Advertising
- Customer Advocacy Marketing



What is a marketing strategy?

Marketing strategy is a long-term, forward-looking approach and overall game plan of any organization or business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and want of customers.

Forming a strategy is thinking about why you're doing something before you do it. So, starting your digital marketing strategy is as simple as answering a few simple questions:

- Why you want to do it?
- What you want to do?
- How you're going to do it?
- What you expect to happen?
- When and how will you measure your success?

Marketing strategies serve to inform and guide every decision a company makes related to its marketing. These can include pricing structures, product features, sales channels and customer-service policies. With a well-defined marketing strategy in place, every marketing decision can be evaluated in terms of its contribution to or alignment with the strategy. When all elements of a campaign align with that strategy, each one can enhance the others.

Reserach can have a big impact on your strategy

Landing pages with sign up forms have the highest conversion rate

23%

Growth in mobile searches for "open" + "now" + "near me"

200%

Users that use Google to discover new products and services

49%

4 Steps to start your strategy

1. Set a Goal — Looking at the types of goals we've outlined, pick one to concentrate on. Really understanding the goal you're trying to hit is the first step to reaching it. Example: Sam recently became a Rinnai PRO. He wants all his customers to know his business sells Rinnai products. He writes the following strategy for this campaign: "I want to make sure 100% of my current customers know I offer Rinnai products. I will run email and social promotions to share this message for 2 months. After 3 months from the start of the promotion, I want to have at least 2 new Rinnai sales."

2. Know your Audience — Get to know your audience. If you don't understand enough about who you're trying to reach, you'll struggle to deliver a message that resonates with them. The good news is that you don't need to hire a customer research agency to do this for you. The easiest way to create sure you don't come up with a watery 'general' campaign is to make your own buyer personas — fictionalized, general descriptions of your key customer groups.

- Think about who your customers are and group them into 3 or 4 buckets.
- Take each of those and create a character from each.
- Give him or her a name, a photo, a personality, and a few favorite hobbies.

3. Know your brand — Your brand is how and why your customers choose you over your competitors. You can think of it as your company's personality. So it's something that's worth defining clearly—What do you stand for? What are your strongest character traits, and how does that translate into your presence—from the images you use on your website to the language you use in your emails? The best way to answer these questions is by getting out and speaking directly with your customers. You could assume what your brand stands for, but the best way to check is by understanding how your ideal customers talk about your brand. Talk to your customers!

4. Research your competition — Your competitors aren't just those who offer a like-for-like product or service. You can think of your competition in 3 ways:

Direct competitors - those brands that offer the same products or services as you.

Indirect competitors - brands that may offer different products but compete for the same space or budget as you.

Comparators - these might have a similar look and feel like your brand or be other brands that your target customers use frequently too.

You want to know what you're up against, and you can learn vicariously from both triumphs and mistakes. Get inspired by your competitors' wins, and use your differences to highlight what's unique about what you're offering.



Practical marketing tips for small business

1. Optimise your website for mobile — With 80% of Internet users regularly browsing the web on a mobile device and Google's recent decision to reduce the search engine ranking of websites that aren't optimised for smaller screens, it's become essential that your website is mobile friendly.

2. Use #hashtags on social media' — On social platforms calculated hashtag marketing can boost impressions, make your content more searchable and encourage users to talk about your brand. Using hastags will help your content be seen by more people!

3. Use remarketing, it works — If you're not familiar with the term, 're-marketing' means advertising directly to people you already have a connection with. This might include visitors to your website, your email database, Twitter followers or fans of your Facebook Page.

4. Be PR minded — Like it or not, you "share" your brand on social media. And since consumers can start good and bad conversations about you, make sure to set up alerts that notify you of new mentions, comments, or messages.

It's clear. Businesses in the modern economy need digital marketing to compete. Online is where the customers are. It's where they prefer that you reach them. Online is where the modern buying process begins.

Digital marketing is more about trial-and-error than following a set of predetermined rules, there is no one-size-fits-all solution. You must experiment with numerous strategies or combine ideas to acquire maximum results.

Thank you

Great digital marketing resources to consider:

- Moz SEO Learning Center
- Digital Agency Network
- HubSpot Academy
- Learn Digital with Google
- Neil Patel
- WodStream's PPC University
- YouTube



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