

Small Budget, Big Dreams:

Digital Marketing Strategies for Tight Budgets

A bit of fun...

Scan the code and visit the link...



Why are we here?

My aim (hopefully)

- Shed some light on what digital marketing is and what it includes
- Breakdown some key channels that can be tried and executed without additional help
- Identify some useful resources and tools that can help you give it a go

Heatmaps

CTR

RTB

ROI

A/B/n Testing

AI

Engagement

CLTV

AOV

ROAS

UX

Open Rate

CTR

CRO

UI

CTR

SEO

Social Media Algorithm

Paid Search



CTA

CPA

Above the fold

KPI

CPV

PPC

ROAS

CPC

Organic

CPM

Impressions

What is it?

"Digital marketing is the use of digital channels to market products."

Simple... right?

Well yes... kind of

Like everything in life, very few things are that simple. Digital Marketing can be simple, and it can be complicated, it depends on the scale.

What can it be used for:

- **Generate and increase brand awareness and exposure**
- **Educate and inform potential customers**
- **Build relationships with existing customers**
- **Drive new business leads, enquires and sales**

Every digital marketing channel has its own strengths and weaknesses...

Get on with it George...

So what are the channels? What can they do? How do they work?
And what are their own strengths?

We are going to concentrate on the ones that are easiest, cheapest and most effective in Guernsey:

- Search
- Social
- Display and YouTube
- Email

Question time...

Paid Search

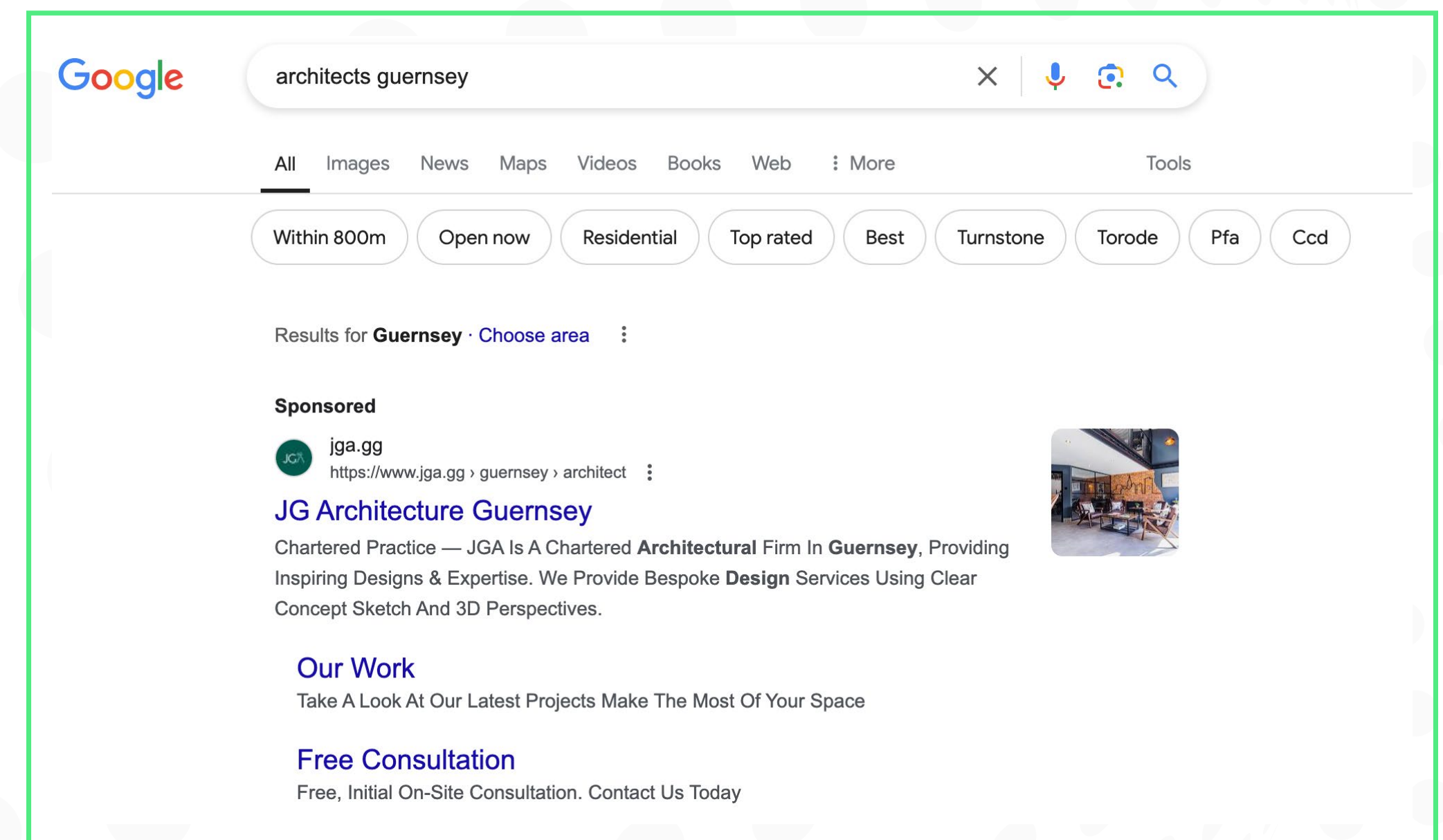
"Google it" is an instruction, often humorous, to look up any given question on the leading internet search engine, Google.

What is it?

When someone searches for a specific keyword or phrase, your ad can appear at the top of the search results page. You only pay when someone clicks on your ad.

Benefits:

1. Immediate Results
2. Measurable ROI
3. Flexibility and Control
4. Scalability
5. High intent traffic



Paid Search – Where and how?

Google search ads are created in Google Ads... seems obvious

1. Create a Google Ads account:

Visit <https://ads.google.com/>

Click "Start now" and follow the prompts to create an account.

2. Choose your campaign goals

3. Set your budget

4. Define your target audience and keywords

5. Create your ads

6. Choose your bidding strategy

7. Monitor and optimize

Additional tips:

- Start with a small campaign
- Use keyword research tools
- Utilise ad extensions

Difficulty level **Medium**

Time to create **High**

Time to manage **Low**

That time again...

Paid social

Organic social is important, but you may be struggling for visibility... don't fear Facebook/Linkedin/Instagram/X/TikTok have a solution obviously.

What is it?

Paying to display your ads or content to a specific target audience, rather than relying on organic reach alone. This allows businesses to reach a wider audience and achieve specific marketing goals, such as increasing brand awareness, driving website traffic, or generating leads.

Benefits:

1. Targeted reach
2. Measurable results
3. Cost-effective
4. Increased brand awareness
5. Faster results
6. Engagement opportunities



The image shows a Facebook advertisement for Aladdin's Cave. At the top, it says 'Aladdin's Cave Sponsored' with a small profile picture and a 'Sponsored' label. Below that is the text 'Want to level up your kitchen skills?... See more'. The main visual is a photograph of a woman and a young girl in a kitchen, both smiling and looking at a large black air fryer. The woman is holding a spatula. Below the photo is a white banner with the text 'TRANSFORM YOUR KITCHEN WITH THE LATEST GADGETS from Aladdin's Cave!'. In the bottom right corner of the banner is the Aladdin's Cave logo and a small play button icon. Below the banner, the text reads 'aladdinscave.gg Shop kitchen gadgets in store at Aladdin's Cave' with a 'Learn more' button. At the bottom left, there is a blue speech bubble icon with the number '8', and at the bottom right, it says '37.5K plays'.

Paid Social - Where and how?

Social ads can be created directly in Facebook and Instagram via a "boost" button. Like Google Ads, each social platform also has an ad management platform.

1. Choose your platforms

2. Create a strong ad campaign

- **Set clear objectives:** Define what you want to achieve with your ads.
- **Target your audience:** Use demographics, interests, behaviours, and location to reach the right people.
- **Create compelling ad copy:** Use strong visuals and persuasive language.
- **Choose the right ad format:** Consider options like image ads, video ads, or carousel ads.

3. Set your budget

4. Track and measure performance

Additional tips:

- Test different ad variations
- Use high-quality visuals
- Encourage engagement
- Stay up-to-date with platform updates

Difficulty level **Low**

Time to create **High**

Time to manage **Low**

Not many to go now...

Display advertising

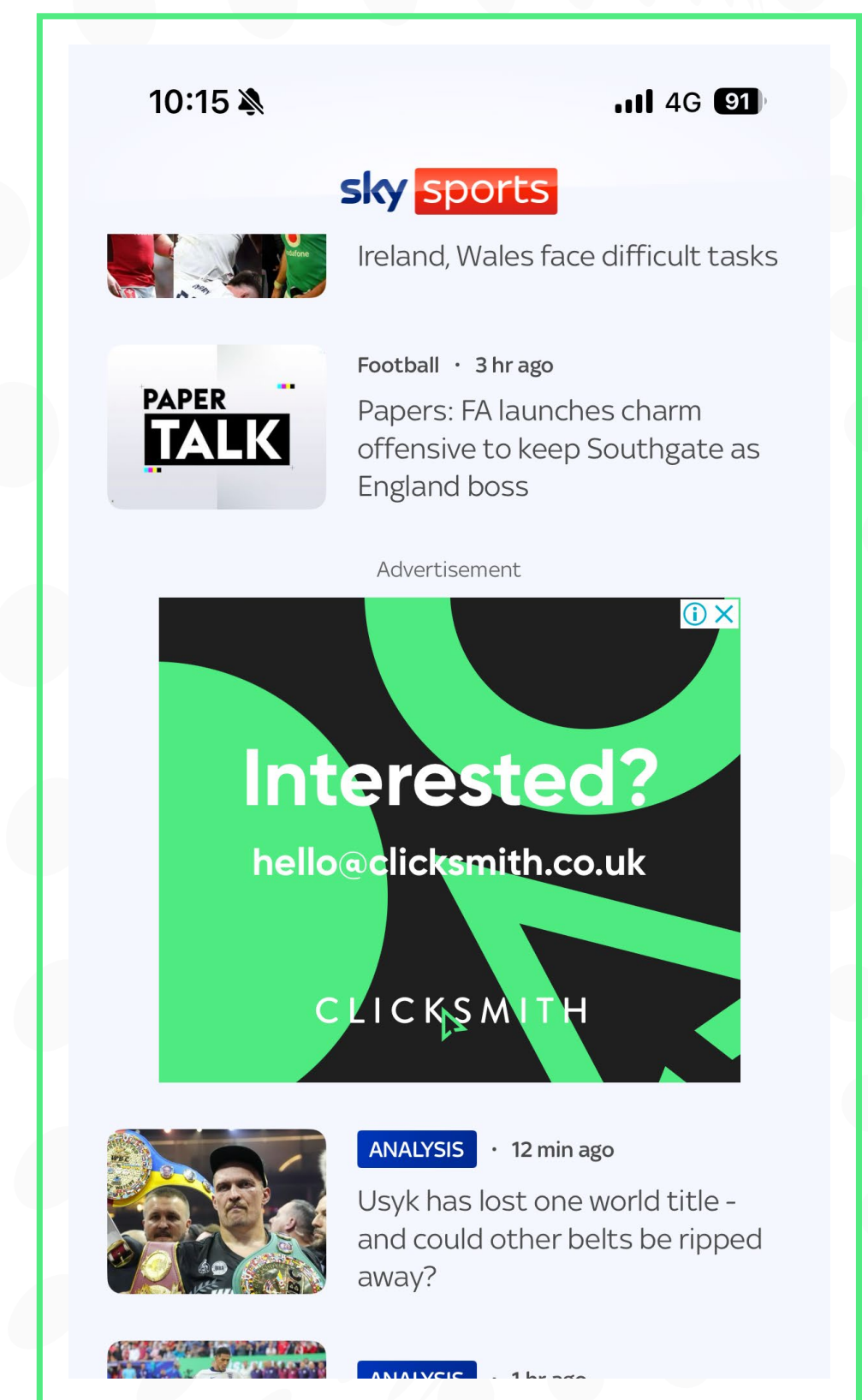
Display advertising offers significant reach and the chance for small businesses to get their brand in front of thousands of online users

What is it?

Online advertising where visual ads, such as banners, images, or videos, are placed on websites or apps. These ads are typically shown to users based on their browsing history, demographics, or interests.

Benefits:

1. Targeted reach
2. Brand awareness
3. Measurable results
4. Flexibility
5. Cost-effective
6. Retargeting



Display adverts - Where and how?

Using the Google Display Network anyone can create a simple display campaign

1. Create a Google Ads account:

Visit <https://ads.google.com/>

Click "Start now" and follow the prompts to create an account.

2. Define your goals

3. Create compelling ad creatives

4. Set your budget

5. Track and measure performance

Additional tips:

- Use high-quality images
- Keep ad copy concise
- Target carefully

Difficulty level **Low**

Time to create **High**

Time to manage **Low**

Not another one...

YouTube advertising

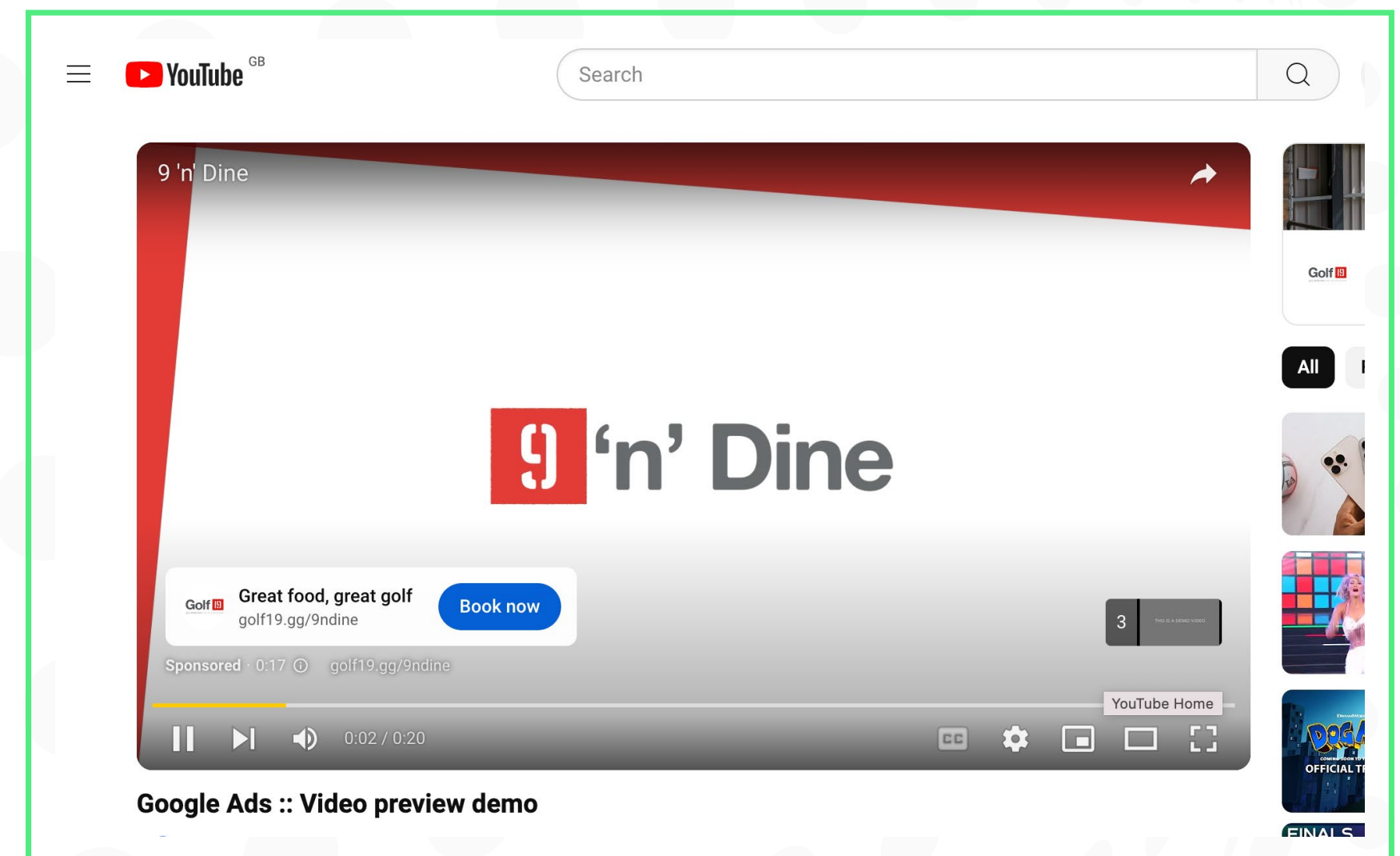
YouTube advertising offers significant reach and the chance for small businesses to get their brand in front of thousands of online users

What is it?

Video advertisements that play before, during, or after YouTube videos. They can be skippable or non-skippable, and their format can vary from short bumpers to longer ads with product demonstrations or storytelling.

Benefits:

1. Visual storytelling
2. Targeted reach
3. Measurable results
4. Brand awareness
5. Product demonstrations
6. Cost-effective
7. Retargeting



YouTube adverts - Where and how?

Yep you guessed it... Google Ads is the place to go yet again!

1. Create a Google Ads account:

Visit <https://ads.google.com/>

Click "Start now" and follow the prompts to create an account.

2. Create a YouTube channel: If you don't have one already, create a YouTube channel for your business.

3. Plan your ad strategy

4. Define your goals and identify your audience

5. Create engaging video content

6. Choose ad formats

7. Set your budget

8. Track and measure performance

Additional tips:

- Create high-quality videos
- Keep it relevant
- Use clear calls to action
- Target carefully

Difficulty level **Medium**

Time to create **High**

Time to manage **Low**

Last one... probably

Email Marketing

Email Marketing is old-school (for digital marketing) but it is still incredibly effective

What is it?

A form of digital marketing that involves sending emails to a list of subscribers. It's a cost-effective way for businesses to reach out to potential and existing customers, build relationships, and promote products or services.

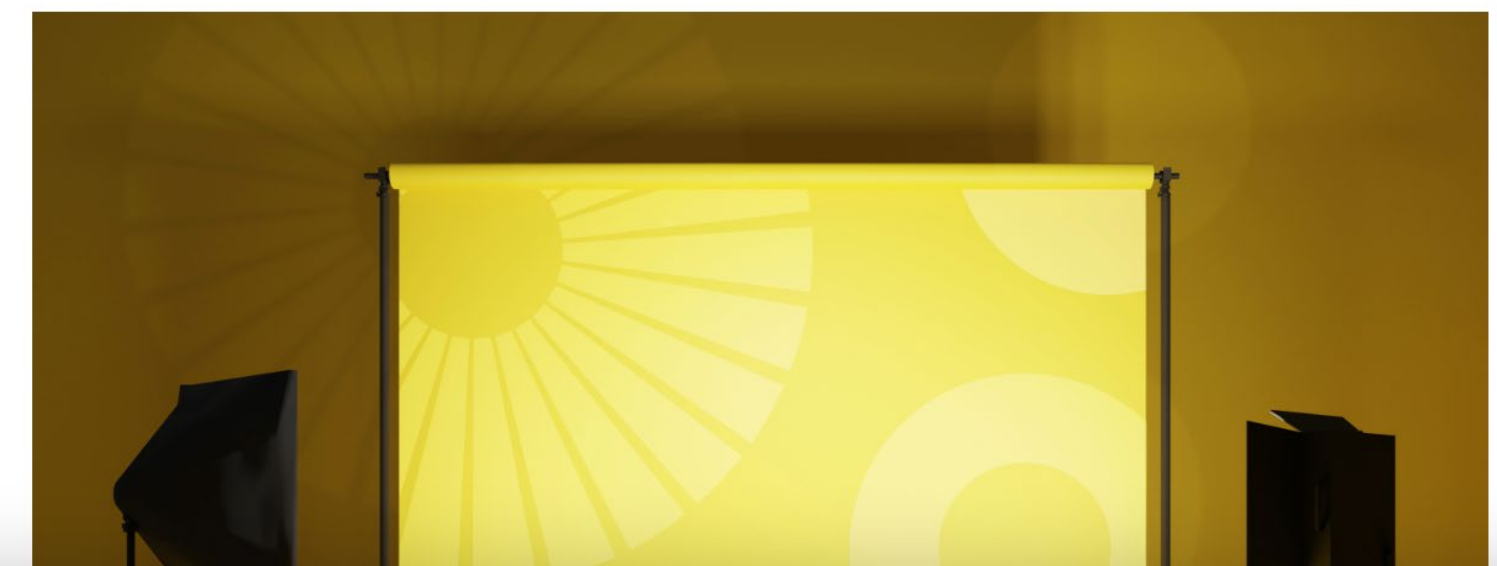
Benefits:

1. Cost-effective
2. Targeted reach
3. Measurable results
4. Relationship building
5. Lead generation and sales
6. Promotion



New Blog Post

Mastering your video interview



Email Marketing - Where and how?

1. Choose an email marketing platform

Free Options: Gmail, Outlook, or Mailchimp's free plan.

Paid Options: Mailchimp, Klaviyo, Campaign Manager, or HubSpot. These offer more features and customisation options.

2. Create an email list

3. Design your emails

4. Schedule your campaigns

5. Test and analyse

Additional tips:

- **Mobile optimisation:** Ensure your emails look good on smartphones and tablets.
- **Accessibility:** Make your emails accessible to people with disabilities.
- **Compliance:** Adhere to email marketing laws and regulations (e.g., CAN-SPAM Act).
- **Don't spam**

Difficulty level **Low**

Time to create **Medium**

Time to manage **Low**

Tools and resources

Research and courses - FREE

- *Google SkillShop*
<https://skillshop.withgoogle.com/>
- *Meta Skilling certificate*
<https://www.facebook.com/business/learn/msba>
- *LinkedIn Learning*
<https://www.linkedin.com/learning/>
- *Mailchimp academy*
<https://www.mailchimpacademy.com/student/catalog>
- *Hubspot*
<https://academy.hubspot.com/courses/digital-marketing>

Creative

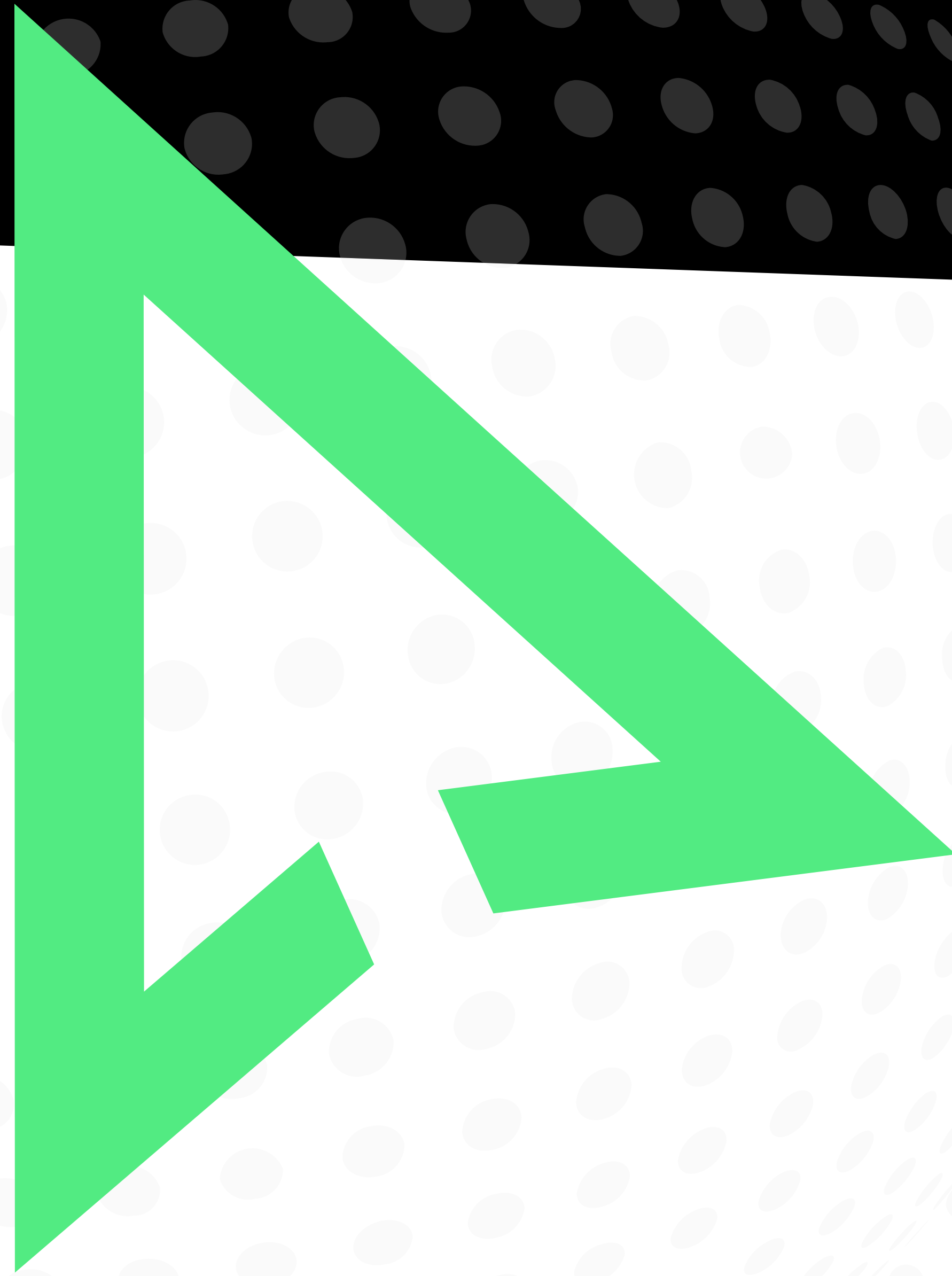
- *Canva*
https://www.canva.com/en_gb/
- *Design Wizard*
<https://designwizard.com/>

AI

- *ChatGPT*
<https://openai.com/chatgpt/>
- *Gemini (Google)*
<https://gemini.google.com/app>
- *Copy.ai*
- *Jasper Ai*
<https://www.jasper.ai/>

Last resort...

Speak to a local marketing
agency we are always happy
to help at Clicksmith.



That's it... I promise