The Trinity Web Media

WEB DEVELOPMENT &

DIGITAL MARKETING ROAD MAP

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ABOUT THE AUTHOR

After working in marketing and business development for over ten years, Greg Taylor decided to pursue his passion for WordPress development and content marketing by starting his own company. Tired of seeing sites that look great but don't achieve results, he founded Marketing Press in 2009, which later merged with Trinity Web Media in 2017 to help business owners find the best of both worlds.

In addition to leading the company's content marketing & development team, Greg has become well-known in the WordPress community as a speaker and teacher. He has presented at several conferences (including TechPHX, WordCamp NYC, WordCamp LA, WordCamp Phoenix, WordCamp Vegas, WordCamp Orange County and WordCamp San Diego), been featured on industry podcasts (such as BusyMarketer and EOFire), and regularly appears on popular shows (like WPwatercooler and Trinity Web Media's own podcast The New Marketing Show.).

WHY WRITE THE TRINITY WEB MEDIA WEB DEVELOPMENT & DIGITAL MARKETING ROADMAP

This eBook is the result of years or marketing and web development experience. The two go hand in hand in the success of all businesses, large and small. Every business journey begins with an idea and a plan. This roadmap is a proven plan to get ideas in motion strategically and logically.

The Trinity Web Media process is a proven process. Not only do we consult, instruct and execute this process for clients, but we also adhere to this process internally.

Years in the making, the Trinity Web Media Road Map is the blueprint to take your brand to the next level of success. Stop being frustrated by scattered creative and nervous energy and begin with focus.

We hope this eBook helps your business as much as it has helped ours.

(NOTE: Throughout this book unless specifically noted the term digital marketing includes all forms of digital marketing. Content marketing, websites, and social media alike.)

TABLE OF CONTENTS

We organized this book into eight sections. The chapter topics will help you get in the right mindset for what needs to happen to launch a successful website and digital marketing presence.

Trinity Web Media suggest this first time through this book go through in order. After that, use this eBook as a point of reference for the various stages of your business' site's development.

"THE BEST WAY TO PREDICT YOUR FUTURE IS CREATE IT"
Abraham Lincoln

SETTING GOALS FOR YOUR WEBSITE AND DIGITAL MARKETING

Too often Trinity Web Media speaks to business owners and high-level marketing professionals who are unaware of their digital marketing goals. Being ignorant of or not being to articulate what you are trying to do is the first big problem. Unless you know what you want, it is impossible to make it happen.

The first thing we do with clients is set out to learn about their business. Why are they in business? What problem are you solving within your vertical? Why are you the clear choice? What does your ideal client look like? What behaviors drive their decision-making process?

Can you answer these questions?

If yes, you are ahead of your competitors, but if you say no — we have some work to do. (But that's what we are here to help with.)

There are only three goals to move the needle.

It is actually that simple, there are only three goals for any website or digital marketing. They are as follows:

1. Search Positioning and Subject Matter Expertise
2. Creating a Community For Your Product, Service or Brand
3. Conversion

SETTING GOALS FOR YOUR WEBSITE AND DIGITAL MARKETING

When you break things down to something as simple as the three main goals, creating a strategy for your digital marketing is less daunting. Way less intimidating, but as important as ever.

If you noticed, we have not mentioned generating revenue as a goal. With everything Trinity Web Media does for clients our or brand, we firmly believe generating revenue is not a goal unto itself. Generating revenue is a byproduct of meeting your goals.

Let's say that one more time: Generating revenue is a byproduct of meeting goals.

If we understand this premise moving forward, we are in good shape for getting you where you need to go.

GOAL ONE: Search Positioning and Subject Matter Expertise

Creating content (of high value) helps your brand's perception. When you create and publish content on either your site or through social media, that is helpful to your audience the perception of your brand increases.

When you are useful to an audience, not only do you attract qualities visitors to your site, but the search engines notice too. When the search engines see your efforts, search engine ranking positions (SERPs) increase. When SERPs become more visible, you attract a bigger better audience…and start the cycle over.

SETTING GOALS FOR YOUR WEBSITE AND DIGITAL MARKETING

GOAL TWO: Creating a Community For Your Product, Service or Brand

Creating community is the hardest of the three goals to attain. When I talk about building community I want you to think about it with a tribal mentality. Faith-based organizations, animal initiatives, and municipalities are great at achieving this goal because it is inherent to their mission. For us in the B2B and B2C sectors, this is difficult.

Not difficult because it is harder work than the other two goals, but more so due to that fact that is a long journey. Many organizations do not have the time required to create a community around their product service or brand. For these brands, of which I consider myself a part of if we achieve the other two goals for a sustained length of time, the community (or tribe) will follow.

By no means is anything we discuss a "Build it and they will come" scenario, but rather a keep doing the work and eventually people will notice.

SETTING GOALS FOR YOUR WEBSITE AND DIGITAL MARKETING

GOAL THREE: Conversion

What is conversion? To some conversion is selling a product, to others it can be someone filling out a contact form. For this eBook and most of the time when I speak at conferences, I define conversion as getting your site's user or social audience to act in a deliberate manner.

Conversion is the holy grail of the three. The holy grail, which is why we always place this one last. Work on goals one and two and three starts to happen.

Typical Points of Conversion:

• Sales
• Newsletter Signups
• Contact Form Entries
• Call to Action (CTA) Click Through Rate (CTR)
• Social Media Follow
• Repost, Share, Retweet etc.

These three goals are what we want to achieve at every step of the way. Everything gets measured against these goals, for they are what drives our web development and marketing successes.

"A VISION WITHOUT STRATEGY IS AN ILLUSION" Lee Bolman

CREATING A COMPREHENSIVE STRATEGY

This is where things get good, and the work begins. Now is the time to put away all preconceived notions of what works and what does not. Open your mind, expand your thoughts and create a plan for your website and digital marketing.

Creating a web development and digital marketing strategy is paramount to success. Without a plan in place, you have no idea what to do or what is happening. So let's make a plan.

When we consult clients and collaboratively create a strategy, this is the process we follow.

The plan within the plan:

Know your goals
  We covered a lot of this in the previous section, but we would be remiss if we did not include it in our steps. You cannot accomplish each of the three goals with everything you do. It's just impossible. Dissect what moves the needle in each area of your business and make moves accordingly.

Understand what problem you solve
  I love this step. Solving problems is the new selling. Without a doubt, 100% spot on — solving problems positions you as an asset. A valuable asset.

CREATING A COMPREHENSIVE STRATEGY

Identify Your Audience

This step can get as nerdy and analytical as you wish. We work with our clients to identify their ideal clients by behavior and not demographics. Demographics are fleeting. Someone with only be 25-29 making X amount of money for so long. What happens when they turn 30 and get a raise? Are they no longer your a fit for your business? I think not.

We like to try and identify two or three personas. Even if they are positioned as 1 and 1A — marketing to multiple groups helps the brand grow. When the personas are identified we put a name and face of a real customer. For Trinity Web Media we have three personas: 1) Jill 2) Lisa 3) Marvin

Example:
1) Jill is a small business owner. Every marketing and development dollar counts. To her, $1k may as well be $1mm. She works hard and long hours and does not have the financial resources to hire a full-time marketing professional. She is smart, but not necessarily marketing and web savvy.
2) Lisa works for a big corporation as VP, Marketing or Business Development. Typically, she reports to either the CEO, Board of Directors or advisors. She is marketing and web smart but lacks some internal resources to get specific things done for her company. Our job here is to make her shine and look great to her higher-ups.
3) Marvin is a dreamer. A dreamer of changing the world or his little part of the world. He has an idea, startup or new business. We execute everything on his behalf and help make his dream happen.

CREATING A COMPREHENSIVE STRATEGY

When we know these things about our ideal clients and audience, plus what drives them, we can move on to the next step of the strategy. Execution.

Brings Solutions To Your Audience

I love this step. Solving problems is the new selling. Without a doubt, 100% spot on — solving problems positions you as an asset. A valuable asset.

Now that we understand what problems you are solving for whom, now we look to where your message is most effectively received. The things to consider here are what content helps your personas, where should that content be broadcasted and how often should you broadcast.

What content (or marketing materials) help your clients?

First off, any content that solves a problem for your audience is content of value. This content may be pages on your website, blog posts, curated articles, podcasts, videos or social media Q&A. Trinity Web Media believes in being as helpful as possible when it comes to distributing content to our audience. Not every piece of content will resonate the same with each of our three personas, but we know that from the start.

Where should you broadcast your content?

All content from above always needs to be posted to your website. The website is the Sun in your digital marketing solar system. Please, do not ignore this fact.

CREATING A COMPREHENSIVE STRATEGY

Once we understand where all your content should live, now we can move on to broadcasting your content. When you understand your audience so much become clear. If your ideal clients and personas are heavy Facebook or Instagram users than Facebook and Instagram is the social media platform for your business. If they are avid Twitter or Linkedin users than proceed in a similar fashion. Run ads, promote content, be helpful.

It's worth while to note that it is important to get familiar with the psychology that drives user behavior on the above mentioned social media platforms. The same persona will act differently on the different networks and platforms. No one uses Linkedin in the same manner that they use Facebook etc.

Metrics of Success

Every marketing efforts needs an allocated key performance indicator (KPI) or what we like to call metrics of success. Go back to the goals in the beginning of this book and understand how to place a metric on each.

Beware of vanity metrics. Chasing likes and followers are fool's gold. Instead, we suggest looking more closely at engagement, including profile visits and click through rate (CTR). These two are areas you can influence and attribute value to versus a like.

'Likes' are cheap. They are similar to hallway waves. Hallway waves do not help anyone, whereas engagement does.

CREATING A COMPREHENSIVE STRATEGY

How Often

There is a lot to say about this, and I can quote surveys, research, and studies…but let's keep this very short.

At first, while all this is new to you, or our process is new to you at least — create, broadcast and distribute your content to your audience in a frequency that you can consistently maintain.

There is nothing worse than executing your marketing strategy only to realize that it is a ton of work and impossible to sustain. Strive for sustainability and let the results inspire you to ramp up the frequency and as needed.

Final Thoughts on Strategy

Let your strategy guide you and give your marketing more focus. Your marketing strategy is you guiding force to navigate the decisions from here onward. By no means is your strategy the end all be all to your business. There will always be room for improvement.

Without jumping too far ahead, step six of this process titled: Review, Refine, Repeat allows us to pivot as needed using data, so fret not.

ANYONE CAN MAKE A SITE LOOK, BUT DOES IT WORK

WEBSITE DEVELOPMENT

Previously, we mentioned how your website is the sun in your digital marketing solar system. Aside from having a complete strategy, if you only take away one thing from this eBook, understand how important your website is to your business.

Website Requirements

Your website's primary requirement is that it works for your business goals and it is on brand.

What do we mean by "on brand?" On brand means, your site reflects the integrity of your company. Make sure all the colors match your branded color palette. Keep the messaging and typography the same as other printed marketing materials and signage. Strive for a congruent online and offline experience with all interactions.

GOAL ONE: Search Positioning and Subject Matter Expertise

Create content and posts that demonstrate your industry and institutional knowledge. Consider starting a blog on your site to make it easy to post all content to close the loop on the offline / online user experience.

Google (and other search engines) love blogs. Blogs show SERPs when your site was updated, what your site is about, plus how helpful you are. Google gives preference to sites that answer search queries. Their whole reputation is built on that fact. By posting content of value and getting it indexed, you are improving their product and your site is rewarded.

GOAL TWO: Creating a Community For Your Product, Service or Brand

In this instance, your online community comes with consistency. I do not want to make a huge deal out this goal at the moment, because it is essential, but for most of us if we focus on goals one and three — two will come around.

Sorry to be a bummer here, but not all of our businesses can create a community without the lapse of time.

GOAL THREE: Conversion

Let's talk about how to increase conversion and get people closer to doing business with your company. Take these tips, look at your website and determine what is working well and where you need improvement.

- **Contact mechanisms in the navigation or header of the site.** I love seeing all the info I need to get in touch with before I even look at anything else. This can be a phone number, address, contact us button and/or social media icons. If people can't figure out how get in touch with your company within 5 seconds of being onsite they will leave.

- **Main company messaging above the fold.** The term above the fold refers to what you see when you see immediately on screen when you launch a website in a browser. Give your audience what you got from the beginning.

WEBSITE DEVELOPMENT

- **Mobile responsive version of site:** All sites should render perfectly when queried from mobile devices. 60% of all web traffic comes from mobile vs. desktop. Don't leave your audience with a bad impression by not paying attention these details.

- **Contact forms on homepage:** Place a contact form on the homepage above the fold and see the lift of conversion. Also, reinforce the submit button and form heading with a strong call to action. 'Contact Us' no longer works, so now if the time to change it.
- Speak to your audience accordingly: If you went through the strategy exercise, you know your audience — so speak to them in a manner they understand and appreciate. TIP: No one like to be made to feel stupid.

CONTENT SHOULD BE HELPFUL & INFORMATIVE

DEVELOPING CONTENT THAT WORKS & SEO

Content is the lifeblood of your marketing strategy. There are many different different forms of content. Too often, people consider content just as the written word. That's so far off base it's silly. Content is but not limited to: blog posts, videos, images, social media posts, eBooks, webinars, podcast etc.

Effective content contains the following elements:

- It's created with goals in mind. The goals are the same as throughout this book.
- Construct your content with a specific persona in mind
- Your content, whatever media you choose, needs to solve problems
- Be helpful without being too sales oriented
- Use strong calls to action that furthers your goal
- Create or curate
- Everything no matter where it is posted, should bring people back to your website

When it comes to developing content that works try not to overcomplicate the process. Creating effective content for your brand and website is a lot of work. The best piece of advice I can give anyone who is new to the content marketing journey is: Schedule content creation just as any other business activity. If you give it the time is deserves, it will get done and work for your business.

Trust me on this one…schedule the activity and it will get done.

SEO

SEO (Search Engine Optimization) has a knack for being very technical. If you are using a WordPress for your site or any other CMS systems like Yoast SEO makes this easier.

Like the art of content development, there is so much to say about SEO, that I want to limit this section and get you started off on the right foot.

When it comes to SEO the best piece of advice we tell our client is to write (create content) for people and not search engine algorithms. If you construct your content whether it be video, blog posts, Instagram posts, Facebook posts, tweet or podcasts for a specific persona — that will always trump writing for today's search algorithm,.

Search algorithms change, they always will — your ideal client personas will not.

REVIEW, REFINE, REPEAT

REVIEW, REFINE, REPEAT

Marketing is two parts science, one part problem solving and one part creativity. Until this point we have discussed very little of the science aspect of marketing and web development.

Science, data, analytics — call it what you will, steers the ship. Until this point, you have not had any data of your brand doing things the correct way. Now, with this new found approach we can measure what you are doing, do more of what is working and STOP doing what does not work.

Set metrics of success and measure everything you do. From there, you can make informed decisions. With the data we accumulate we can recognize trends and make adjustments accordingly.

What to Measure
Social Media:
- Profile Visits
- Click Through Rate (CTR)
- Conversion

Website / Content
- General Web Traffic
- Unique Visitors
- Click Through Rate (CTR)
- Conversion

REVIEW, REFINE, REPEAT

Do not focus on vanity metrics such as bounce rate, like and followers. While these stats will make you feel good about efforts, they are vanity metrics and do not matter nor do they contribute to achieving your business goals.

How to Measure Analytics

When it comes to social media, most platforms have analytics built into their systems. For all intent and purposes trust this data. We do not want to overcomplicate or overwhelm you.

Later on when you are more confident with your marketing strategy and are better acquainted with the processes, there are other tools you can use.

Google Analytics (GA) is the tool of choice for marketing companies to live and die by when it comes to web analytics. You can scratch the surface with Google Analytics or do deep dive.

Almost every web event can be tracked in one or another with Google Analytics. At a minimum, install GA and create conversion point goals to understand and measure CTR.

What To Do Next

Once you gather data from a proper data set of at least 15-30 days, if not longer, you can see trends. The role we want data to play for us is to allow us to recognize various trends.

REVIEW, REFINE, REPEAT

Data trends tell us what to do next. If your CTR is not trending upward from social media ask yourself if you are speaking to your ideal personas. If you are not seeing traffic to your site look at the content you are producing. (If you are not publishing content, you know the answer there.)

These are just examples of data correlation to our marketing efforts. Know what think is important, know what is important to you, be honest with your efforts and adjust accordingly.

Data tells a larger story. Results are not always defined by efforts, but rather by focused and strategic effort.

When you are a smaller company or brand focus and strategic effort gives you a chance at leveling the playing field with bigger competition.

The Final Piece
Repeat. Make small tweaks versus wholesale changes and start the execution cycle over. We know this stuff is a lot of work. We are in this battle with you 100%

By making small changes and re-launching to the world you gain more of an understanding what is truly going on and recognize how the data trends shape what needs to happen. Go Do.

NOT ALL WHO WANDER ARE LOST

CONCLUSION

We understand this is a lot of information. Purposefully, we practiced brevity when it came to some sections. I can go on and on about content marketing, SEO, WordPress and the like, but it would be of no good. If you take away one things from this eBook it's the importance of having a well though out plan. Without a plan any success you have will be dumb luck.

Let's all try to be good and not lucky. Take this eBook use it as a reference and a guide to do the next right thing for your brand. If you are in tune with your brand and company the next right thing will be apparent.

You can do this, together, we can make something great happen.

THANK YOU

Like anything, this book was not created by one person. Yes, I wrote it, but the free flowing exchange of thoughts, ideas and edits are always a team collaboration.

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