



1. TARGET GROUPS

(name, characteristics, key message, medias used)







2. KEY WORDS

(on-site, SEO, SEM)

Keywords for SEO (5-10)

On-site SEO (metadata, page names, structure, images)

Off-site SEO (links to www)

SEM (Google AD; title 30, link 1.5, description 90 characters)

3. CONTENT

(www, landing pages, key social media, production, publishing)

5. ADVOCACY

(how to support and share)

4. ACTIVATE & CONVERT (+ecommerce)



CAMPAIGNS

Channel:	Campaign:	Budget €:

METRICS & ANALYTICS

- 1.
- 2.
- 3.
- 4.

ACTION PLAN

- 1.
- 2.
- 3.
- 4.

GLOSSARY

Landing page = web page where users are forwarded
Metadata = webpage field in HTML-code, describing the content of webpages
SEM = search engine marketing, mainly Google Ads
SEO = search engine optimization, mainly Google Search
www = webpages, world wide web

Digital marketing plan for small and medium sized companies



Expand2eBusiness

Digital marketing workshop

ACQUIRE, ACTIVATE AND MONETIZE

1. TARGET GROUPS
(name, characteristics, key message, medias used)

1

2

3

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Off-site SEO (links to www)

SEM (Google Ad, title 30, link 15, description 90 characters)

CAMPAIGNS

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Steps from customer's point of view. Remember to involve customers to every step from planning to testing!

2. Key words, SEO, SEM

Key word strategy should be made before any content is produced. Selected keywords (5-10) can be then written into web page content, titles, images and metadata. In this way, search engines find and index the web content better and searchability is improved.

On-site search engine optimization (on-site SEO) is technical exercise and there are several tools making life easier for non-technical people. Try e.g. WordPress SEO-plugins and different SEO analysis tools online. External links, meaning the links from popular websites to your website can be attained

from discussion forums, social media and from company's customer and partner network. These external links improve the search engine ranking as well.

In Search engine marketing (SEM, e.g. Google Ads) anyone can buy search words and drive traffic to their site. The pricing is based auction based. The cost are click-thru based, so only those who click your SEM ad next to search page, will cost you money. It is essential to find relevant, high quality audience who convert to buyers. Random people who just click and don't buy are just extra cost without any benefit.

2. KEY WORDS (on-site, SEO, SEM)

Keywords for SEO (5-10)

On-site SEO (metadata, page names, structure, images)



Notes:



4. Activate and convert

Once you have interesting content that customers perceive useful or fun, they will share it forward to their networks via social media.

In content creation it's important to aim for differentiation and shareability. Once succeeding, customer will do the marketing from our behalf. This networking effect is fast, free and has high impact. If customer gets message from their trusted friend, it's perceived more trustworthy than direct ad or message from company.

Conversion means that we get customers to act as we wish, e.g. watching a video or

buying from our online store. Conversion is often key metric for campaign efficiency and helps in targeting and optimizing the promotional efforts. In online and ecommerce environment it's also important to understand customers buying paths and behaviors for supporting and making buying easier for them.

In ecommerce there are several options from established market places (Amazon, Aliexpress), cloud services like Shopify, to ecommerce platforms (Magento, Vilkas) or self-managed custom systems (like Woocommerce plug-in for Wordpress). There are many

other important elements in ecommerce, like variety of payment options. For companies the integration to financial system (invoicing, accounting) and ERP-system (logistics, warehousing) are varying functionally and important to automate for larger scale operations. Small-scale ecommerce is in principle quick to try out but often substantial business requires several years of dedicated work - costing time and money.

4. ACTIVATE & CONVERT (+ecommerce)



Notes:



8. Next steps

Digital marketing has endless possibilities but it is important to find the most efficient activities for your company - and concentrate on those.

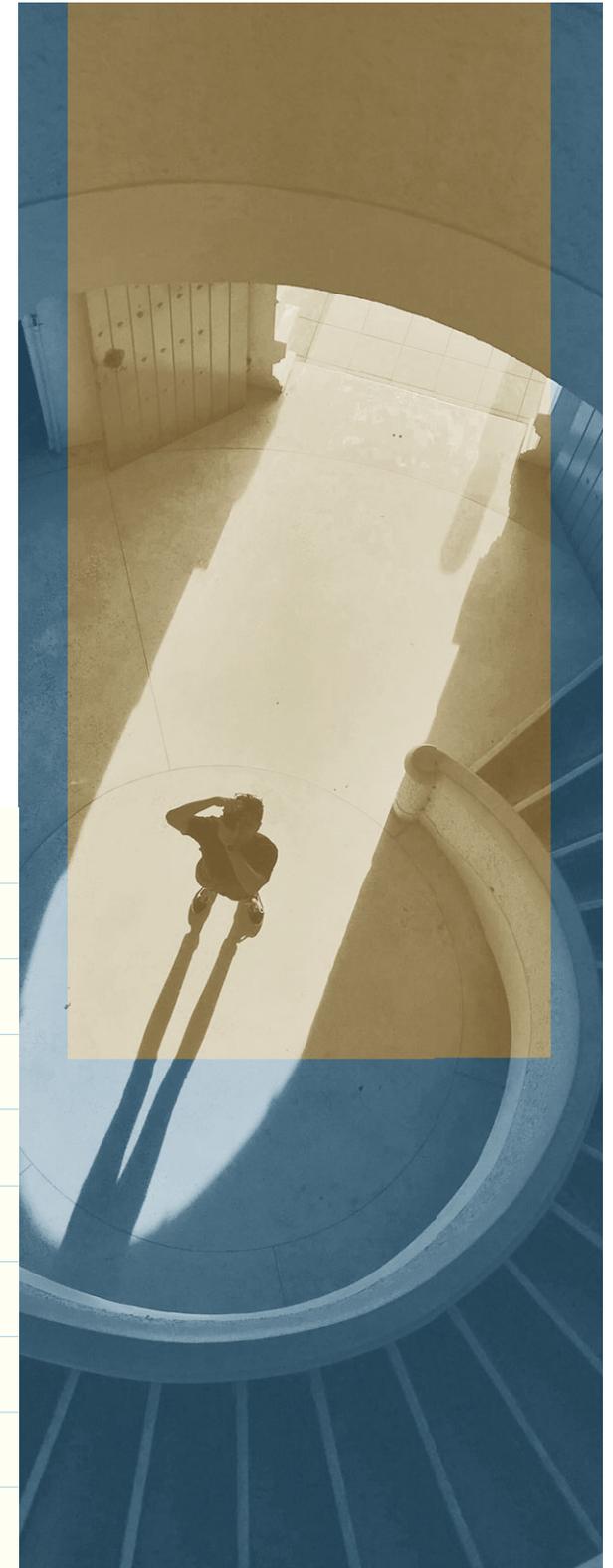
E.g. new entrepreneurs or startups often try to be present on too many social media channels and due to lack of time are too passive in those. It is better to carefully select where you are present and be active with content production and -curation and campaigns on those.

When prioritizing, the good old Eisenhower matrix can be helpful. You can classify your endless task lists based on their importance and urgency - and act accordingly.

The Eisenhower Decision Matrix



Notes:



9. Glossary

As a general advice: check from Google search... You are probably not the first person in the world looking for this exact information. Use also the image searches and infographics, they are useful for understanding and explaining more challenging concepts to others.

Easy way of learning new things is to watch a few short Youtube videos on the topic. Try e.g. "Pirate metrics for beginners" or "xx... tutorial". In digital marketing and digitalization in general, most of the material is in online and in English. Translators can help

when needed, however many new/technical terms might not always be translated to your language. Ask the discussion forums or experts to validate your understanding that you learn to separate important matters from (technical) details.



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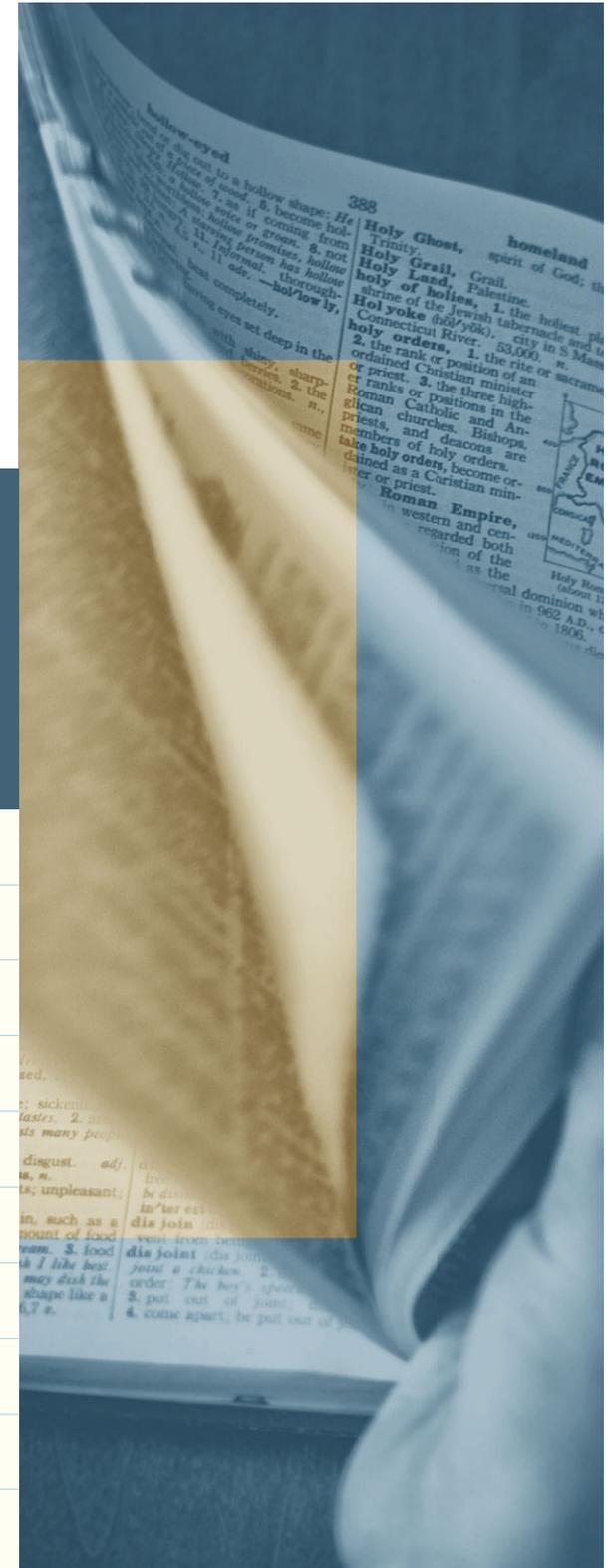
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Notes:



10. International Business

International business with global digital channels is easier than earlier but it still requires experience, commitments and investments.

Different ways for going global is e.g. via online marketplaces, partners, joint ventures and sales agents.

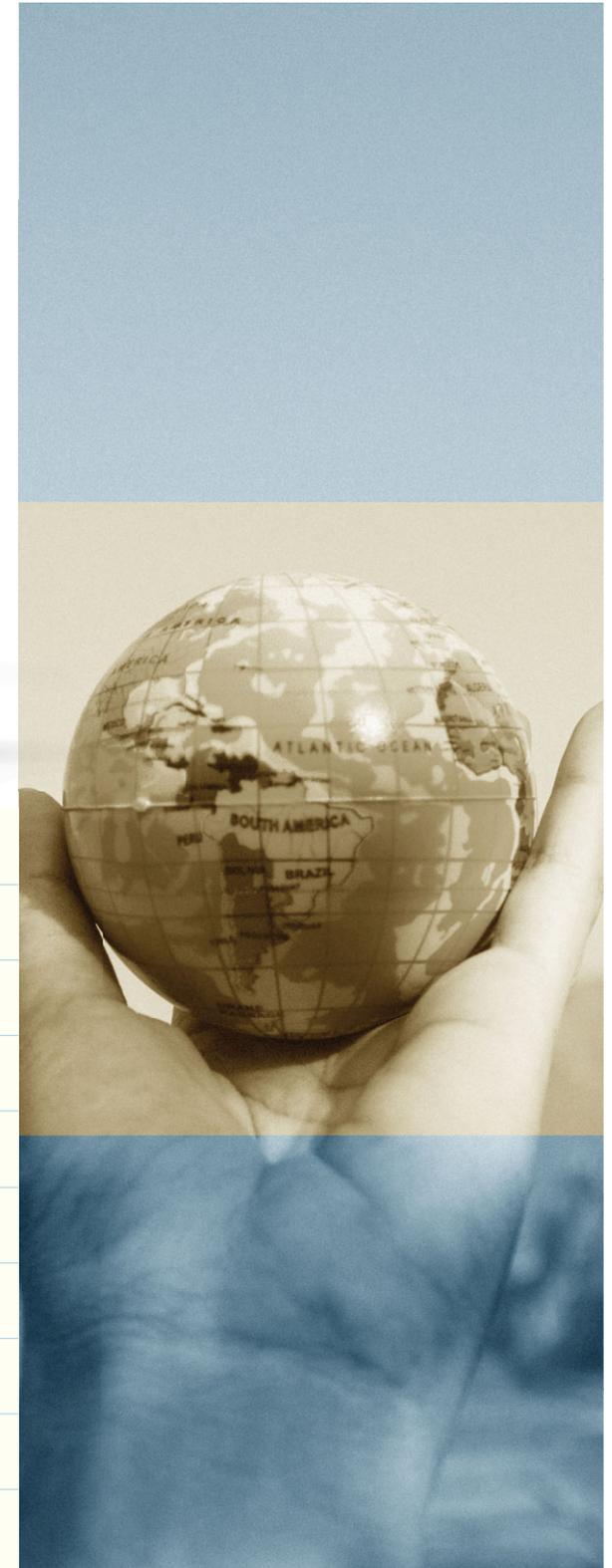
Understanding the target country's culture, it's customer, business etiquette, legislation and language is still important. This does not mean that you alone need to master everything, you can get support from networks and via digital channels.

Expand to ebusiness - program (kansainväliseen kasvuun digitaalisiin työkaluihin -hanke) has website www.e2eb.fi where you can find international digital talent.

Also there are several country-specific communities, government export support, export financing options, networks for entrepreneurs and so forth which can be found easily in Finland.



Notes:



11. About the program

Expand to ebusiness -program 2018-2020

What do we do and for whom?

- We support Helsinki -region (Uusimaa) small and medium -sized companies to expand their business to international markets
- We develop digital marketing and -sales tools and their adoption
- We provide possibilities for networking between international talent in and small and medium -sized companies

What do we do in practice?

- We organize free seminars, coaching sessions and workshops
- We run practical development projects and sprints based on local companies' needs
- We concentrate on most common digital channels, -tools and ecommerce solutions

Who does the work?

- For companies we find a team of students or international talent who possess knowledge in foreign marketgs and/or digital marketing and -sales tools
- Digital coaches of the program guide and support the teams

- Companies are expected to support and comment the progress

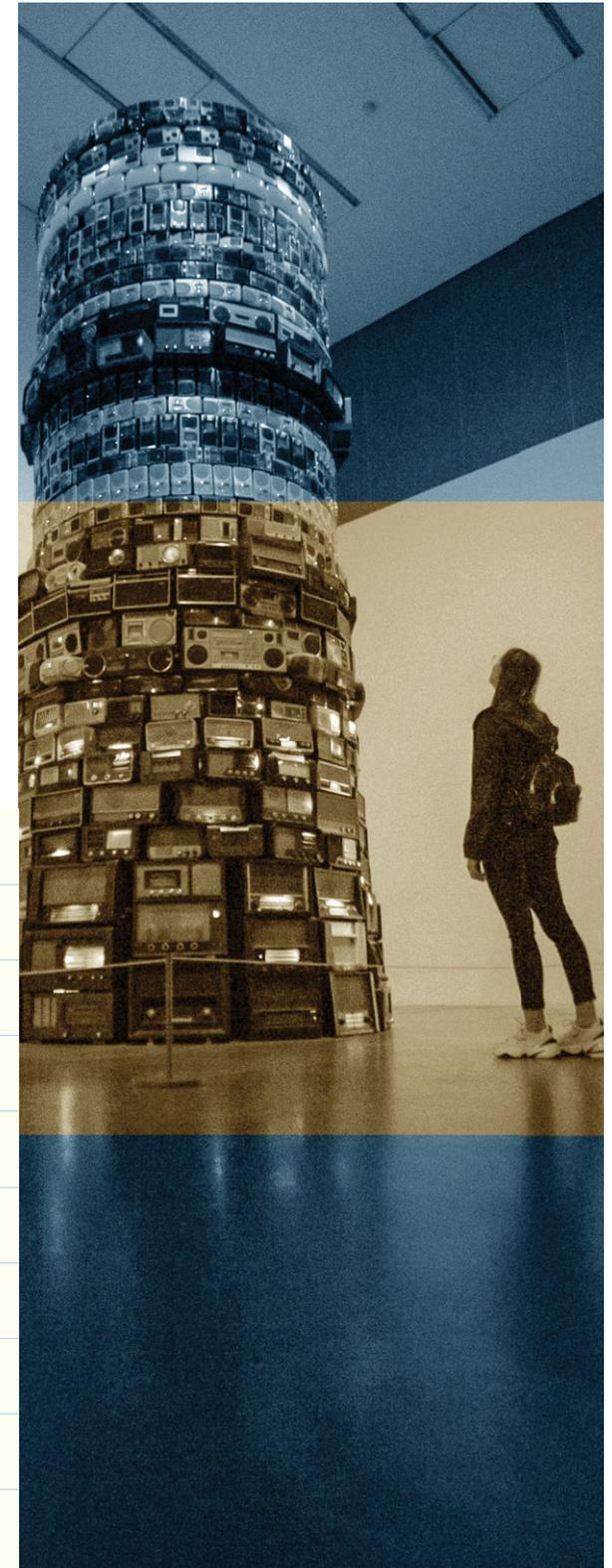
What does this cost?

- For companies this is all free. These support actions are calculated as part of De Minimis - support
- For students and international talent we offer options to develop their competence and networking possibilities, no financial compensation possible

Read more at www.e2eb.fi



Notes:



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In Espoo 22.8.2019

Read more about the program,
cases and open seminars at :
www.e2eb.fi

