

# **Digital Marketing Strategy Final Project**

Created for ClikFocus

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Internet Marketing and Social Media

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## Part 1 Business History and SWOT Analysis

Established in 2008, ClikFocus is a web development company that loves Colorado. Ryan Dekker started the company as a one-man operation. Since then, we have grown to a six person (mostly Colorado Springs native) team that handles everything from enterprise development, design, server performance, to local business websites and maintenance with Drupal.

Our team has taken a very focused approach to web design and development. One major area of the web that we tend to focus on the most is the user experience of the people that will be using the website. Then we map the user experience to the functionality requirement. We have built sites spanning eCommerce, mobile, and complex CMSs. Each system we build is unique, powerful, and custom tailored to the needs of our respective clients.

### **SWOT:**

#### **Strengths:**

- Expertise - our staff is highly skilled in applying strategy and solving problems that our clients face as well as suggesting new ideas for them to improve their online efforts.
- Experience with programming and solving complicated problems. Our code is clean and we follow best practices while others are learning from us constantly through our blogs.
- Our size, very little red tape involved that lets us collaborate quickly and easily.
- We are not brand new but are young enough to change and keep up with the market.
- We value learning and being self-sufficient in problem solving, which keeps us adapting quickly with the market and seizing good opportunities.

#### **Weaknesses:**

- Our young company

- Small company in a big market - We have capacity issues sometimes in trying to schedule projects while also trying to seize new opportunities.

**Opportunities:**

- There is a large amount of inexperienced programming shops that need extra capacity on call for special occasions and ongoing work.
- Our industry likes to work together and shares actively which allows everyone to grow and help out easily.
- Our software is growing and becoming more popular because open source is now more popular.

**Threats:**

- Content marketing arms race for the top, most influential spot
- Companies with different strengths and different technologies.
- Bigger companies who have similar offerings and established customer bases.
- The constantly fluctuating market of web development technology.

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## Part 2 Audit of Current Online Assets

### **ClikFocus Website**

The purpose of the website is to provide an educational resource for potential clients, both non technical and technical and then allow them to connect with us by converting through a form submission.

Currently, we have more technical content that has received conversions and only a couple more business-type blogs that have gotten conversions. By building off of this success and increasing the amount of content on our website tailored to a more technical crowd that

includes business advice, we will build off of our current level of authority and increase influence.

There is long form on their website. I can get case studies and read their blog to find out how experienced they are and their opinion on various topics. It is very easy to read, good headlines throughout the site that is relevant to my journey and not difficult to get through. There is not a lot of fluff and they directly address my pain points and what is relevant to me. If I submit a form, I get more information about them that I can take to my boss to easily educate any relevant stakeholders.

As far as other content about them on the web, I see more programming stuff that is highly referenced and actively discussed. There aren't any press releases beyond a release on the [coloradosprings.gov](http://coloradosprings.gov) previous website. I would like to see more about them and what they do. They are active on social media and connected well so that makes me think more highly of them.

They only have a couple calls to action to submit forms and one on the blog page, as well as a copy to download some guides. They are not rude and disruptive so I can easily read my content in peace.

## **Code Libraries**

We are making all of our code open source, mainly for contractual reasons, but it will help us be more recognized in the Drupal community, which is a great source for partnering and networking to get further business. We have had success in the past with conversions off of technical blogs, so by opening up our work for everyone to use and see, this will increase our reach by spreading our experience and knowledge in the minds of other programmers.

## **Social Media**

The goal is to reach the Drupal community and get more involved by contributing to further development of the Drupal CMS, discussing events on Twitter and starting conversations with other developers.

Below are some of the specific topics to give an example:

- New code shortcuts for Linux, PHP or other relevant technology
- New software updates and improvements for Drupal or other software like Varnish
- Experiences installing and customizing certain features or modules

## **SEO**

Our current SEO success has come from our technical content. We plan on scaling this to improve our influence in this area so we can also increase referrals. Our current standing means we are on track to build off of past success. Our technical knowledge also sets us up to provide backup and excess capacity for smaller shops who might need a helping hand on larger projects.

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## Part 3 Analysis of Competition and Target Market

### **Competition Analysis:**

There are three general areas of competition for us. This competition does not boil down to companies but areas because of the sheer size of the Drupal community.

The first is existing full-service Drupal shops that are relatively small and new. Because the software is open source, it is free to start using. New shops are springing up all the time and freelancers multiply quickly and are cheaper than we are, which makes them an easy, quick choice. Their strength is in the inexpensive service they can offer that is more attractive to businesses. Their weakness is that they are young and inexperienced so they cannot take on

big projects with their lack of business knowledge. Their lack of infrastructure impedes their progress and drives bigger clients away who see those errors and gaps and decide to look for a more professional company. We offer the more professional, business knowledge to solve their problem more effectively.

The second area is the established Drupal shops. They have dominated their local market, made the right connections and have the right technical experience and business knowledge to grow. These companies are located in highly populated areas where businesses thrive, like big cities, and have been around longer. Possible weaknesses are that they might move a lot slower and adapt slower to technology changes. They have a lot of clients to keep happy and might not be able to adapt as quickly or take control of new opportunities. We are still young and agile as a company so we can adapt as needed to new business opportunities and technologies.

The third area includes other web technologies. These are both established technologies and newer ones. Older technologies have the benefit of being known and trusted despite pitfalls. Things like .NET or Wordpress are known and when they might not fit a given use case that Drupal works for, they are chosen anyway simply due to more education and knowledge about it. Their challenge is to keep up with the demands and changes in the market. They have to adapt quickly, like all technology, and cannot get stuck in what they have always done for customers. This often creates problems when tech companies think they are on top when they have been sliding backward and find themselves obsolete. We are using a technology that has been staying on top and keeping most current due to the large community involved.

## Target Market Analysis

### *Business Persona*

Our user is Richard Smith, a website manager with previous technical experience in the IT department. He is responsible for overseeing the website but not really managing it on a daily basis. He is 37 and has the experience to do his job but might not have the specific technical knowledge. He has development experience and IT project management experience. He needs to find information on solving an issue with a website. He wants to overhaul a website and dive into a major redesign. He needs to know that we fit his budget and we have the technical experience to pull off his project successfully. He wants to know how the process will involve him and given previous experience in IT, if the development team has to be watched closely or can be trusted to do the job correctly.

### *Programmer Persona*

Our programmer is named James Sandoval. He is 26 years old and working with Drupal and PHP. He builds Drupal websites for a small web shop and has been learning on his own for a long time. He utilizes the web for help in writing his code, using snippets our blogs as well as forums he finds. His goal is to solve requirements and build solutions. He comes to our site looking for help in installing various APIs, integrations and advice on growing his Drupal skills. He is mostly self-taught and is looking to become more experienced. He gets his knowledge through Google so the first result is often what is most important to him. He might not yet have the knowledge of best practices to do well, but by reading the blogs and articles of those more experienced he will learn and improve his skills. He needs to know both code as well as reasoning behind it in order to be truly effective at his job and help grow the company he works for.



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## Part 4 Keyword Research, SEO, and PPC analysis

The following are the ad groups we use on Adwords for our PPC campaign. Also listed are some of the keywords in each ad group. We use this channel as way to get people looking to convert instantly and find a developer. We get projects of all sizes, mostly smaller as of late that have then converted into long-term maintenance and support. Our future PPC strategy is to use Adwords to build our maintenance offering by doing small projects that grow into ongoing relationships and work. This has had success recently, indicating a positive growth situation.

The keywords we are using in our web copy are much more specific because those are easier to rank with. Each blog post would cover a specific topic or discuss a broad concept relating to one of these or other technologies. We will use them in the title as well as throughout the post, accompanying relevant keywords that describe similar concepts to capture what the reader might be thinking. They are technical terms relating to the technology we use and here are some examples:

- Ajax
- Linux
- SQL

The keywords we have found to be most useful are the broader ones that describe generally what we do, like Drupal Development, but don't get so specific as to cater to specific features and software. We use a mixture of exact match and phrase match as well as using the search terms people used when clicking on our ads to determine the content of ads and types of keywords to use in further developing the list. We also use ad scheduling to weed out unwanted projects based on experience with the types of people who are likely to click on ads at certain times. This allows us to decide what types of people we most like to work with and get the best

ROI for our budget. Below are some of the keywords, where variations are based on different match types.

## Drupal Canada-Campaign

### **Development-ad group**

## Drupal US-Campaign

### **Development-ad group**

- Drupal Developers
- Expert Drupal Developers

### **Design-ad group**

- Expert Drupal Designers
- Drupal Web Designers
- Drupal Mobile Designers

### **Expert-ad group**

- Drupal Experts
- Expert Drupal Help

### **Maintenance and Support-ad group**

- Ongoing Drupal help
- Expert Drupal help
- Expert Drupal Support

## Re-marketing-Campaign

This section retargets website visitors, any visitor, that has come to our site. We have ad groups to target blog visitors and those who come to our landing pages but they do not currently get enough traffic to start retargeting. We use ads that have a mixture of faces and just text that have not had much success but get a few clicks. Once we launch our other products and gain

influence, we hope our re-marketing ads will have more effect and be able to target the niche audiences that they have not been able to at this point.

## **Ad Examples**

Drupal Maintenance Fast Response, Expert Help. Get the Support You Need, Call Us Today (call extension and location extension)	Drupal Development - Expert Drupal Developers Fast Response, Expert Solutions, Call Us Today!
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These ads are designed to target the person's problem and real need, not just the software. They want the people they hire to be easy to work with and responsive because technology demands it. We use call extensions because often our target market prefers to start the relationship with a phone call to describe their problem and vent before getting handed a solution and a quote. By using the keywords in the title and first row, this allows them to be seen should the ad be shown in the top spots. We use a couple different keywords to reach different searches and echo what they want. The people searching want Drupal Development or Maintenance but also to know the people behind it, so we mention developers instead of getting a quote. By emphasizing the people aspect as well as the technology, we have gotten better results in Google Adwords and are differentiated from the rest of our competition for those same keywords.

## **SEO analysis**

Our previous success has been getting our technical blogs and code solutions posted on forums and searched through Google. We hope to build upon that success because we have gotten a few conversions and projects off of those blogs. As we start writing more of those blogs, we hope to increase our influence for the technical audience. By increasing our technical blogs, we will gain spots in the top organic search results. We also hope to write more conceptual technical blogs to increase link building through other bloggers linking to our content.

We are increasing this side of our content to gain referrals and authority from the technical audience.

For the business segment, we have had some success posting links on forums like Quora and LinkedIn but hope to focus on building relationships in the industry, through social media, to help website managers and non-technical project managers. Our current SEO plan does not target the executives because they are most effectively reached through networking and not online search results.

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## Part 5 Description of Email and Social Media Strategy

### **What are the conversations saying?**

In the technical web development space, the influencers talk about the important things like best practices and mostly technical subjects, but not really strategy. Not a lot of developers speak strategy, but tactics and details.

In the business space, there is little education on the importance of a CMS and good web practices and most are offering subpar experiences. Many are untrained and don't make good decisions when building a new website. When businesses talk about the CMS, either they use WordPress and love it or they use a bigger platform and use it only because they have to. Many don't think about the technology they use or what is best for them.

### **What Value Can We Provide?**

We will work to educate both development shops and businesses on the right way to make decisions. By sharing our expertise through blogs and advice, we can build off our current SEO and build our influence and scale easily.

Technology should be easy to use and robust is what we do. Everything should have a business goal and most small shops don't know that. They think it's all about fulfilling requirements but not why those requirements exist or if they are correct. We have business sense and bring that along with our technical experience to the table. We have handled lots of projects where smaller or less-experienced shops failed to build a solution and the companies come to us for help.

When building a website, it is important to consider your business goals so every decision on features and design aligns and makes sense. This means you won't waste your budget and will use it more effectively. The big players in the industry, companies in the Drupal CMS world are talking about these topics and working to educate. However, there are lots of small development shops and freelancers as well as business consulting firms who don't know any better and are educating people in the wrong way. We want to connect with them and fix it with better education.

Our brand is not well known but it is liked because of successful technical blogs that get regular traffic from countries like India and less-experienced programmers. Companies are being chosen for website projects because they are creating important relationships on social media regardless of the quality of their work.

## **Where are conversations happening?**

The platforms that exist for our industry are LinkedIn, Twitter, and online forums like Quora and Stack Overflow. These are the places where people are asking questions and being educated. LinkedIn is also a place to form relationships for our B2B market so it would make sense for us to be involved in group discussions educating business people and programmers alike.

## **Where are our competitors?**

Our competitors are on twitter, LinkedIn and online forums that I mentioned above. They are going after the people we are trying to target and getting to them first. We need to be on those forum sites, like Quora, LinkedIn and stack overflow to provide good education. Our competitors are also building relationships on social media and in person, which is a gap we are working to fill.

There are a couple large competitors, Lullabot being one of them, who have built similar platforms on their own site. They create communities on borrowed platforms but they also have their main content on their own website.

## **Outcomes of Social Media Strategy**

Clikfocus is seeking to be both a thought leader in the Drupal web development community as well as a resource of education for code and business knowledge. Through twitter, we are aiming to drive traffic and build a community and growth of the Drupal platform.

- Increased Drupal Community Involvement
- Champions of web best practices
- Create champions out of our clients of good web strategy and successful content management

## **Fit with rest of strategy**

Our strategy is to help people and serve them through our web development skills and knowledge of Drupal. We aim to drive traffic to our site and get them to engage with our team, form a regular relationship with us. We want to be a thought leader in the Drupal community and overall web community. We want to be the source people come to for knowledge, both for

programmers and website managers/administrators. This means that we are experts in the eyes of the programming community, specifically Drupal so as to increase our referrals and serve as extra capacity when small shops have issues.

**Mediums:**

- Adwords/Bing ads
- Twitter/Facebook/LinkedIn
- Social Ads
- Email

**LinkedIn** - This platform targets the business persona of our target market. We can utilize the groups section, both our own and others, as well as our own company page to start those important conversations and relationships. This is how we reach our B2B market and start forming relationships. This is where we reach website managers and decision makers, as well as in person.

**Twitter** - We will utilize this for starting conversations and targeting people in the programmer and Drupal community. We do this with education as well as just having conversations and hearing their pain points. This is an extension of our strategy but where we are a little more candid and informal.

**Social Ads/Adwords** - This is to advertise and spread our content on the key platforms we are engaging in. Many companies in our industry are utilizing this feature in a similar way to focus on education and we can implement the same strategy. This is to spread our content, get interaction to the website, and emails to put in the marketing funnel for future sales.

**Email** - This is where we can engage our audience on a personal level and get the two-way communication started on their role in managing websites and hearing their problems and plans. Getting to their inbox allows us to answer their questions, deliver new content and be a

pathway if they have new projects. We will get emails through content downloads, social ad opt-ins and RSS feeds opt-ins on our website.

## How Can This Be Measured?

By focusing around smaller development shops and freelance developers, we want to start conversations on social media. We want to be where they are having problems and solve those problems. Ultimately, we will measure success on social media in the ways listed below:

- Increased two-way conversations to teach developers about features and reinforces best practices
- How have you used content strategy to focus on your user and their needs?
- Q&A with small business owners about content strategy and planning a website
- What is your process in assessing your business goals when approaching a new web project?
- Increased involvement in Twitter/Facebook events surrounding the Drupal community to gain influence and awareness
- Complimenting users on their recent updates and commits and talking about features and working together on new modules.

### Quantitative ROI:

- *Social media*: increased followers, clicks on the links to our website
- *Website*: downloads, blog comments
- *SEO*: showing up in top search results and forum sites we actively target for programmers
- *Referral sites*: stack overflow, other programmer-type sites where our code blogs already show up and help people



## **Qualitative ROI:**

- Positive sentiment from the business community about web development
  - Measured through testimonials and customer feedback
- Enjoyment of clients in working with Drupal
  - Growth and development of their website and increased working with us
- Non-technical people who learn to love Drupal
  - Same as above
- Growth of the Drupal community and the Drupal platform
  - More sites using Drupal and better talent using Drupal

## **How This Can Be Achieved**

By reaching out through the mediums mentioned above through active monitoring and writing content to educate that both answers a question and demonstrates our authority, we will be grow to be top influencers in our market. This has already been demonstrated through a couple successful blogs that continue to get traffic on a daily basis. We can scale this strategy easily.

On social media, by reflecting our experience as developers, people can easily relate to us and engage with us. This is why we don't act like a big development company but as a friend who understands their pain and has the experience to help them through it.

## **How This Can Be Timed**

This is not a one-time strategy, but requires steady effort over time to accumulate authority. It is important to start now as no leader directly targeting these smaller shops with the

type of content we are using. The people who are targeting them are other, smaller development shops.

We will automate a large amount of our content with someone monitoring engagements and reactions to communicate as needed. We will have 2-3 updates a day on twitter and our LinkedIn group that are a mix of tips, tips with links, and questions using hashtags. We hope to use our content in conjunction with talks at conferences so people can reference and download. This will increase our engagement on social media and awareness in the community.

On twitter, we will post both business and technical tips that help us share our knowledge and get involved in the Drupal community. On LinkedIn, we will post business updates to our group and technical updates/best practices to the Drupal LinkedIn group.

Social media will be scheduled for a work week and not on the weekend. We will send our emails on the weekends when people have more time to read and process our content. Tweets will be sent at times that accommodate both east coast and west coast.

We will be monitoring our channels around the clock so we respond in a timely manner.

As far as timing around events, we hope to create content for our key DrupalCon event. This involves creating awareness and sending out content around keynotes and workshops. We want to be a resource for programmers surrounding topics at the conference from social events to technical updates.

## **6-month Strategy**

### **Month 1:**

Start educating about website audits, calling attention to the problem and symptoms to connect with people's emotions

**Video:** Our experience with proposals, issues and our solution.

**Blog:**

- Critiquing a proposal and the proposal process (in general)
- Blog about what is included in the website audit
- Expound upon the content to encourage signups with CTAs at end of blog

**Tweets:** Product announcement and exclusive updates by subscribing to email.

**Facebook** - Teaser videos and photos with links to our website to sign up.

- Broken computers - this is what happens when you make people write proposals
- Picture of website proposal and marriage proposal, which would you rather have?
- Picture of website audit and tax audit - which would you rather have? (picture of logo)

**Email:** Tell our past clients that haven't talked to us in awhile so they might get a benefit, no hassle consultation, which creates a sense of exclusivity.

#### **Social Ads:**

- Talk about the difficulty of proposals and the poor results people often experience.
- Advertise a download of our website audit so they can do it themselves, but emphasize our expertise so they won't want to.

#### **Month 2:**

Start launching videos and encourage email subscribers

Infographic of website audit process, share on social media

**Twitter:** Snippets from blogs, announcements of progress, releasing new videos.

#### **Blog:**

- How to foster communication with your new web development team
- How to ensure you get good design advice during an audit

**Videos:** Corny videos about programmers complaining about a proposal and shamelessly announcing the audit.

#### **Month 3:**

**Email:** Ask subscribers about their experiences and biggest questions so we can answer them.

**Video:** Answer questions from email responses.

**Twitter/Facebook:** Announce video release and get emails in exchange for video content.

**Blog:** Discuss each question asked in a blog and release them.

#### **Month 4:**

Launch Website Audit

**Email:** Make announcement and invite people to sign up.

**Twitter:** Announcements about signups tagging people, encourage scarcity and exclusivity to get signups, promote previous success, tag people who sign up.

**Blog:**

- Start to write about new projects through the audit.
- Create anticipation to keep audience engaged on twitter and email.
- Write follow up content to encourage further subscribers but release exclusively to our email audience.

#### **Month 5:**

**Blog:**

- Follow up content about new audits
- What we learned about the website audit process
- Shows we are human and make mistakes

**Twitter:** Announce new projects and let people know it's not too late to sign up.

**Email:** Announce success and release exclusive content video.

**Videos:** Exclusive content about what we learned through the website audit process

#### **Month 6:**

Announce one more project: video consultations before an audit

**Blog:**

- The common mistakes done on a website audit

- The top industries and company types that benefit from a website audit

**Twitter:**

- Make new product announcement about consultations
- Announce blogs
- Tag clients who sign up for audits and consultations

**Email:** Announce consultations, subscribers get first choice, exclusivity

**Content:** Download explaining the consultation process

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## Part 6 Conclusion and Final Recommendations

To track the success of the online social media, SEO and PPC, we will have a few metrics for each category.

**Social Media:**

- Twitter Followers
- Clicks to our website via links in messages and tweets
- Facebook Likes/Shares//Comments
- Content retweets/mentions

**SEO:**

- Number of links to our site via referral sites and forums
- Placement in Google organic results for top keywords

**PPC:**

Each of these are indicators of success and potential issues. The form submissions are the last and final step and, therefore, the most important metric but the other two are supportive and also play an important role in diagnosing issues. We are using PPC through Adwords because this is a good channel to get small projects and helps us to form that relationship for

long-term maintenance and support projects. This gives us steady, ongoing, business rather than working from project to project.

The following metrics will be used to gauge the results of the PPC campaigns:

- Click through rate
- Downloads of content in ad
- Form submissions for projects

For right now, the continued use of Google Analytics to understand website visitors is useful, but as the company scales, I recommend signing up for a platform like Hubspot to track and manage a larger quantity of visitors and potential leads. This platform provides insights into each visitor that is more detailed than Google Analytics. It integrates and tracks all communication from one lead into one place, like email and downloads as well as browsing throughout the site. This will be useful to track leads automatically as we produce more information and need a powerful system to manage social media, blogging, and the content marketing campaigns.

The current website is sufficient to scale and meet future marketing goals, which is what Drupal was designed for. The website is the end destination and hub for all marketing activities. All content posted on forums and social media is designed to direct people back to our website because from there, they can submit a form to hire us. As we grow, the website will serve as an informational resource, letting people grow in their technical knowledge and get to know us as a company.

Because the majority of social media is pointed at the technical audience our content serves, we will increase involvement in the local community through networking to reach the business audience. Some of our content is designed to reach them through the LinkedIn platform, as is the content directed at the technical audience through whom we hope to get referrals. We will increase our networking through LinkedIn and the Colorado Springs

community as well as at yearly conferences such as DrupalCon. This provides a balance to our online marketing efforts and increases our influence and connection as well. Using in-person networking allows us to reach the larger companies whose key decision makers aren't online as much and can be more easily and effectively reached through networking events and meetings.

The mix of online and offline marketing activities is to provide a well-rounded approach to our technical and business audience. By increasing our authority online through the technical audience, we will increase referrals as well as provide advice to the technical and business audiences. This will keep us in the minds of our entire community, making us more likely to be their first source for questions and projects.