

# Top 3 Digital Marketing Strategies to Convert Sales & Get Future Customers Right Now!

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*Presented by* Stuart Pollington  
Smart Digital Group



## AGENDA FOR TODAY

- COVID-19 Impact Online
- Digital Marketing Opportunities
- Q&A

# *COVID 19 Impact Online*

# COVID19 Impact Online

## *Businesses that actually benefit ...*

- ✓ Ecommerce
- ✓ Online grocery delivery
- ✓ Cloud computing
- ✓ Video Conferencing platforms
- ✓ Streaming, video and gaming platforms
- ✓ Electronic Payments and Telecommunication

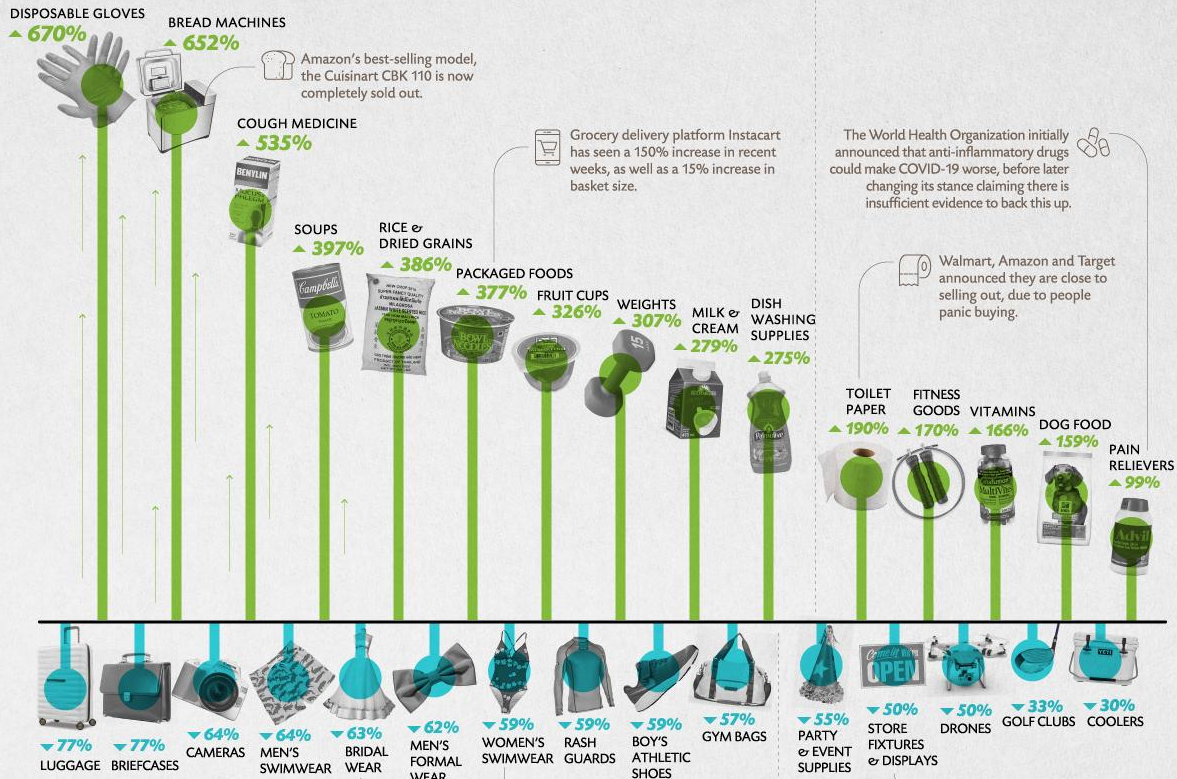
# COVID19 Impact Online

## *Businesses affected negatively ...*

- ✓ Schools
- ✓ Brick and mortar shops
- ✓ Everyone in the travel industry
- ✓ Restaurants
- ✓ Co-working spaces
- ✓ And other physical businesses

## Top 10 fastest growing e-commerce product categories

March 2020 vs March 2019



Grocery delivery platform Instacart has seen a 150% increase in recent weeks, as well as a 15% increase in basket size.

The World Health Organization initially announced that anti-inflammatory drugs could make COVID-19 worse, before later changing its stance claiming there is insufficient evidence to back this up.

Walmart, Amazon and Target announced they are close to selling out, due to people panic buying.

Apparel sales were already slumping even before travel and event plans were canceled by the COVID-19 outbreak. January was the worst month in apparel sales since the Financial Crisis in 2009.

As small businesses around North America remain shuttered, sale of items like signage and supplies have seen a steep drop in sales.

## Top 10 fastest declining e-commerce product categories

Source: Stackline, Amazon, Business Insider, Euro news, CNBC

## Other fast-declining categories

*What Can You Do?*

***Digital Marketing Opportunity No.1***

***Email Marketing***



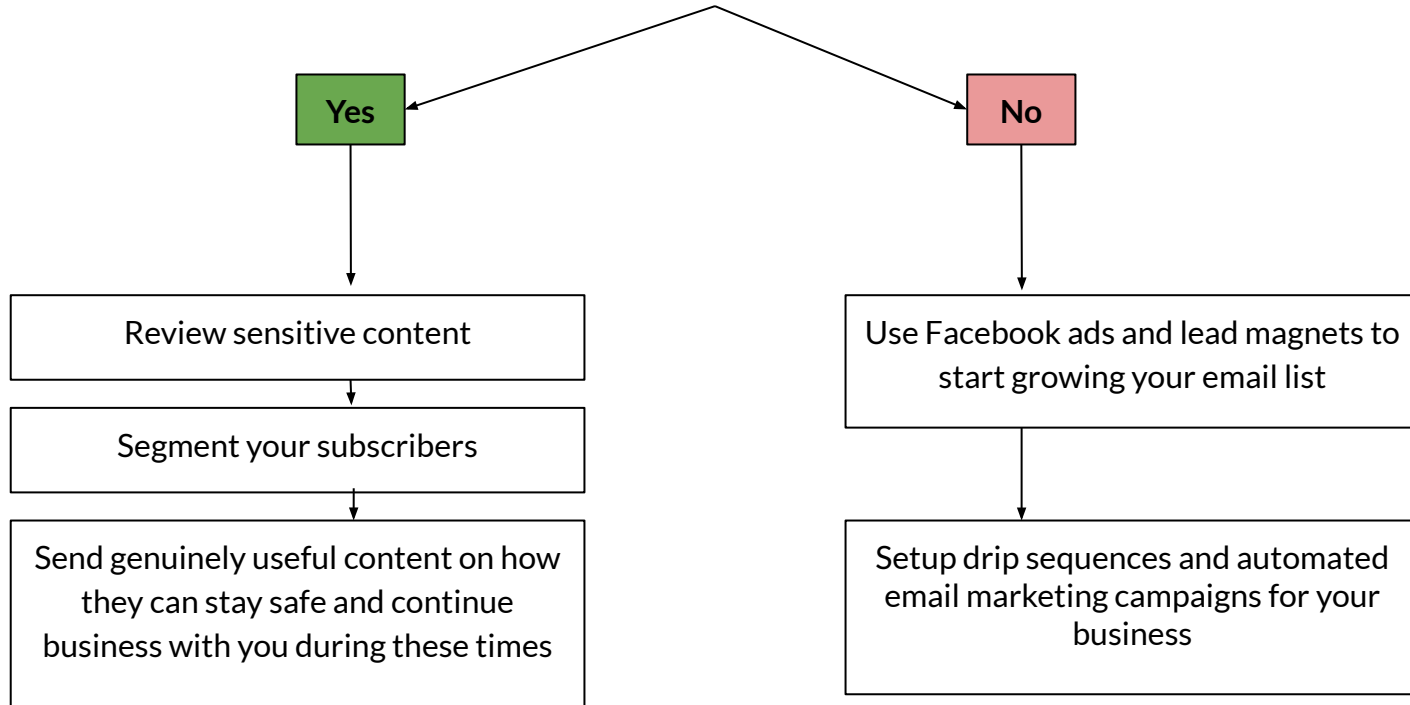
## Email Marketing

**Opportunity** - Email marketing is a highly effective FREE marketing channel to nurture *cold leads* into **buying customers**.

**Challenge** - In the current situation, breaking through the clutter in your customers' inbox is difficult and if not done correctly, might do more harm than good.



## Do you have a client/prospect database?



## Email Marketing

- **Update your automated emails**
  - Review sensitive content
  - If you don't have one, now's the time to start
- **Do not send a general covid-19 email to everyone on your list**
  - Don't just do it because everyone else is doing it
  - Look at and use segments
- **Only send genuinely useful content**
  - Talk about what you're doing as a business regards Covid-19
  - Talk about what others can do to protect themselves
  - Include your offers and discounts in a sensitive manner
- **Build and grow your list**
  - If you don't have an email marketing list, start now
  - Create campaigns on Facebook and utilise lead magnets to build one

# *Digital Marketing Opportunity No.2*

*Google Ads*

### Opportunity -

- For certain businesses, **Google Ads search volumes are higher** than before and *cost per clicks (CPC) are lower - you get more traffic from Google ads at less than you would normally pay.*
- Businesses spending on **Google Display ads and Remarketing ads** are seeing significant boosts in their return on ad spend (lower competition)

### Challenge -

- Remaining relevant and being sensitive with advertising copy, messaging and offers is crucial to avoid hurting brand reputation.

- **Bid on your Brand keywords**
  - Ensure you are on top of the page to catch those high converting searches for your brand
- **Be aware of your messaging**
  - Ensure the message in your ads doesn't offend people or comes across as careless under the current circumstances.
- **Contact methods**
  - Is your team working from home?
  - Have any business contact details changed since the outbreak of the virus?
  - Are your phone numbers and emails still correct and being answered?
  - Update any changes in your ads and ad extensions.
  - You could be missing out on valuable sales if people can't reach you.

- **Additional contact methods**
  - What contact options might be more convenient for your target audience at the moment?
  - Place WhatsApp, Line, Facebook messenger and other contact methods on your site and mention these in your ads
  - Facebook reports a 50% increase in messaging, with voice and video calling more than doubling on Messenger and WhatsApp. ([source](#))
- **Selling products and services**
  - Are you having supply chain issues, is it impossible for your team to go out to do their job?
  - Is your target audience short on cash flow in this time of crisis?
  - Instead of going for the hard sale right away, consider having people sign up / subscribe to any future sales of products and services as soon as you can provide them, or your audience can afford them

- **Keyword bidding**
  - Have you been bidding on keywords that haven't converted in the last three months?
  - Have you been running conversion tests?
  - Remove any keywords that haven't converted over the last couple of weeks from your active campaign.
  - Resume testing when appropriate.
- **CPC bidding**
  - Many competitors choose are choosing to either decrease their daily budget or stop advertising overall
  - This often results in lower cost per clicks than usual as there is less competition for your keywords.
  - Check your bidding strategy to take advantage and get the top spot



- **Location bidding**
  - Are you bidding on locations you currently can't go out to?
  - Are you bidding on locations that aren't converting, or haven't converted over the last couple of weeks?
  - Remove any locations from your campaign that don't contribute to the bottom line of your business right now. This frees up some of the budget that can be used on locations that do convert.
- **Google Ads Display Advertising**
  - 53.47% of Display Ads Have Been Paused, Cancelled, or Pulled decreasing the competition.
  - Consider shifting from search advertising to display advertising to get the most out of your budget.
  - Show your display ads on local media websites as these will get a lot of attention now.

- **Remarketing**
  - If you haven't done so already, create audiences you can target and remarket with your campaigns
  - Use your display ads to remarket the audience that visited your website or social media channels at a decreased CPC to keep them coming back.
  - Setting up audiences using built in rules will ensure that you remarket the right people who visited your website.
  - Exclude or include visitors who visited certain pages on your site, converted or did not convert and took other actions that could increase conversions.
  - Ensure you import these audiences into Google Analytics so you can use them across different platforms.

- **Get FREE Google Ads budget from Google!**
  - Google is giving away advertising budget to SMB's who have recently used the Google Ads platform.
  - This could be an amazing opportunity to keep your campaigns live, get more sales whilst decreasing your monthly expenses.
  - Or you could use it to double up your efforts and increase sales that way.
  - Here's more information on who qualifies for this free advertising budget:  
<https://support.google.com/google-ads/answer/9803410?hl=en>

# *Digital Marketing Opportunity No.3*

## *Social Media Advertising*

## Social Media Advertising



**Opportunity** - Thailand ranks in the world's top 10 for social media usage and that was before Covid-19 hit. Social media usage has spiked up even higher than before and businesses can use this opportunity to...

- Maintain sales through **remarketing campaigns, look-alike audiences and location based campaigns**
- Leverage social media to capture attention and **build a brand following**
- **Grow engagement** - By using videos to reach more potential customers and retain longer watch time

**Challenge** - Social media is a longer term play, good for building leads but might not generate quick sales for businesses looking to generate cash flow immediately .

- **Remarketing**
  - Focus on Remarketing campaigns to get the best out of your ad budget
  - You can target people who have engaged with you on Facebook up to 365 days
  - You can target people who have visited your website within 180 days
- **Lookalike Audience**
  - If you have a database of customers and prospects, you can upload their email addresses to Facebook
  - Facebook will see if these emails are associated with a Facebook profile and then create a lookalike audience of similar profiles
  - You can then shows ads to these profiles that are more likely to convert
- **Locality**
  - Are you currently limited to where you can deliver?
  - Set your ads to appear to people with a certain locality

- **Brand Building**
  - If you can't sell your product or service right now, look at building up your brand for future opportunities
  - Send traffic to blog posts, free downloads, guides etc
  - Make them aware of your brand and then remarket to them later with offers
  - Build up your email marketing list through Facebook Chatbots using <https://manychat.com>
- **Increase Engagement**
  - Focus on retaining engagement and watch time on Facebook and Instagram during this time using Facebook LIVE
  - What short videos can you create to increase engagement?

*Unsure What To Do Next?*





Free Strategy Review

***Free 30 minute strategy review***



***Scan the QR code and pick a time for a free, no obligation chat with myself or one of my team on your current digital marketing strategy and what opportunities are available to you.***

Q&A



THANK YOU

## ***STAY CONNECTED***

***Stuart Pollington***

[stuart@smart-digital.co.th](mailto:stuart@smart-digital.co.th)

0982533607

[linkedin.com/in/stuartpollington](https://www.linkedin.com/in/stuartpollington)

