

How to be a Kick-Ass Digital Agency?

I hope you are sitting down because this is a hard truth to hear. **Digital Marketing is hard.** Yes, it is. Why? Because it involves mastering an incredibly diverse amount of activity. ***You need to create the right message that resonates, reach the right people at the right time, use proper tools and techniques that will deliver that message all while making sure you are calculating the correct ROI.*** The rise of the Internet has created a new level of complexity. To make things more interesting or complex -depending on which way you look at it, technology keeps changing! We have explored a few important pieces of digital marketing and why they are such a challenge.



Creating and Promoting Valuable Content-

What makes up great content? It needs to have just the right information to engage your audience as they skim it. I say skim, because the average person spends about 30 seconds on a blog/page or website and if the content doesn't hold their interest within that time, then they are gone.

Your challenge is multi-fold - Lack of resources and time to create productive and engaging content at the same time, while also not compromising on quality. Whew! That is a tall order indeed!

How hard is it to produce engaging and relevant content? The answer is “Very Hard.” Why? Because it is boring. I am not kidding. Who wants to read a lot of technical jargon about how to do stuff, much less write it? The Answer – No one.

Is there a formula that creates beautiful content automatically? No.

But, content marketing is an important piece of digital marketing and there is really no getting away from it.



If you want to look at how this is done right, take a look at *Lounge Lizard* - New York's best web design company since 1998. One look at their website will tell you, they know exactly what they are doing, who they are aiming to sell their products and how they have been keeping them engaged. Why? Because the content follows two **very basic yet extremely important principles** - **One, it provides value to customers and Two, it is balanced by the business' interests.** Their website, blogs, and content are insightful, humorous and informative.

Key Takeaways-

- Is your content insightful, or just adding to the noise?
- Be effective, not creative and focus on quality, not quantity.
- Get with the times and use smart apps, tools, and automation to deliver better content.
- Have a consistent publication schedule for your blog and/or video content.
- Create shareable content for your social media channels.

Influencer Marketing-

It's good to be influential, isn't it? **The question is how influential should an influencer be to make a difference?** How do you measure an influencer's influence? Okay, that sounded like a tongue twister. But, in all seriousness, influencer marketing is another important yet tedious part of digital marketing.

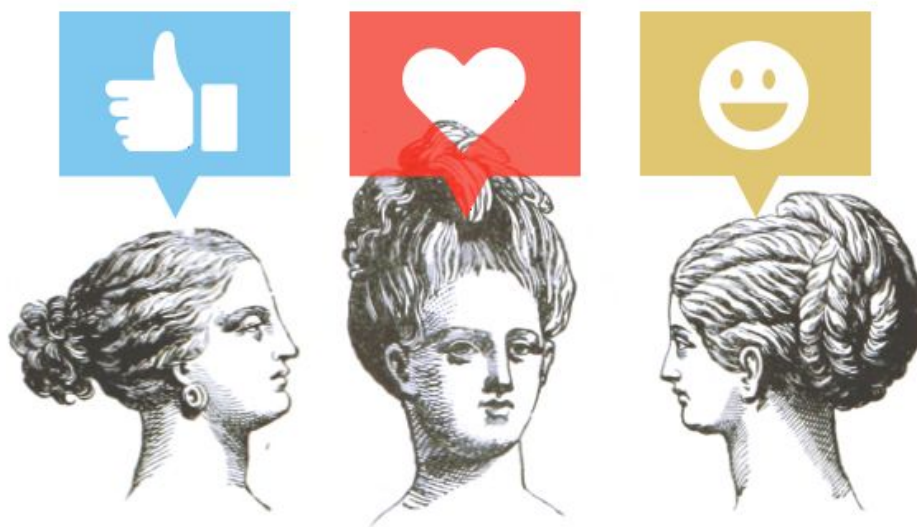
Why is it a challenge?

There is no clear way to measure how successful or unsuccessful an influencer may be. From spotting fake followers to keeping up with social media trends and staying relevant and building a strong creative strategy, influencer marketing is one big house of cards - You topple one and the rest fall down.

Statistics show that out of the \$744 million spent on influencer marketing in 2018, \$102 million—or roughly 14%—was wasted on fake followers. **All social media platforms are susceptible to imposter bots and fake accounts.** But, when it is done right, influencer marketing will yield very good results.

The **key challenges**, this type of digital marketing strategy deals with, include-

- Fake Followers - Spotting fake followers and inauthentic social media activity
- How much to spend? - Time and Money is always an issue.
- What are the key deliverables - In other words, how do you measure ROI?
- Identifying the right influencers - Due to social media/algorithm changes. Is it Instagram vs Facebook? or Twitter?



One of the best examples of influencer marketing is in the case of "The Motherhood" - an all-female agency utilizing the power of women online. Founded in 2006, it works on the basis that a group of women online can make a big impact. Their **#MyAmazon** influencer campaign for Amazon created hundreds of pieces of branded content on Instagram and other channels that resulted in more than 4000 social engagements. Impressive isn't it? They believe that applying a human touch when vetting their influencer is the key to a successful campaign.

Key Takeaways -

- Have a clear objective and develop a good relationship with the influencers.
- Do they align with your industry and brand values?
- Is the influencer capable of engaging your target audience?
- Is their fan base similar to the buyer personas you've built for your company?
- Select influencers who are loyal to your brand and who are able to express their opinions in a very sincere way.

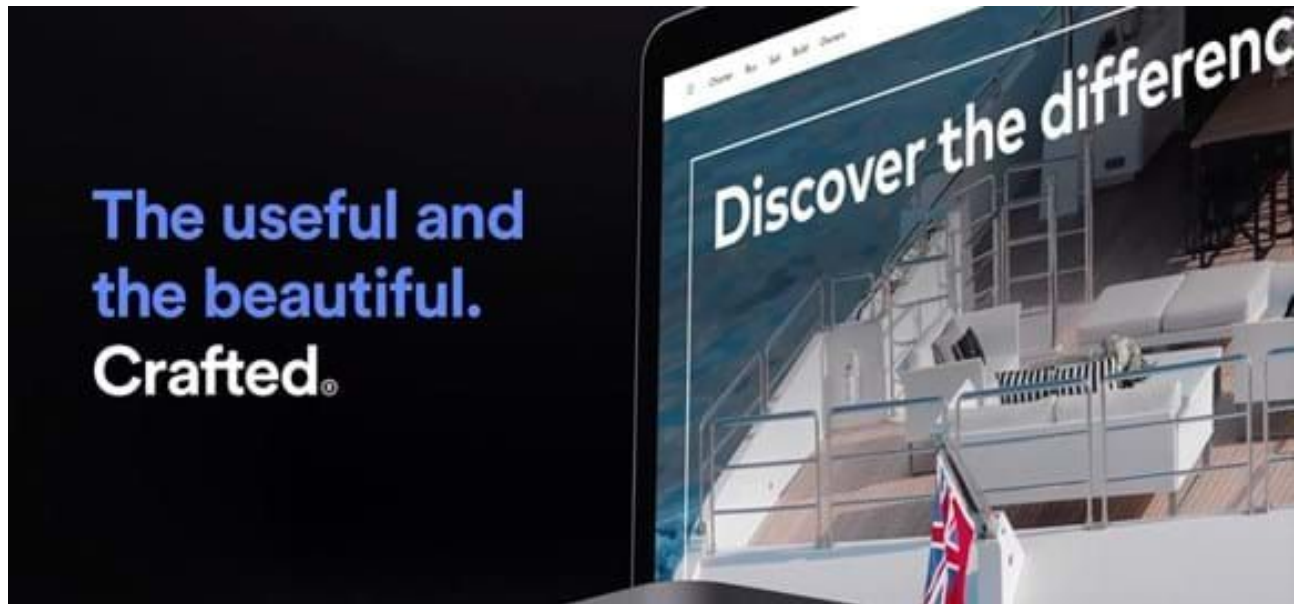
Staying Ahead of the Times

Change is inevitable. About a decade ago it was unheard of to have pocket computers. Now we have smartphones and smart devices that do almost everything a computer can do and that can literally fit in your pocket. Look at the rise of technology. The same is true in marketing too. What worked 5 years ago or even 3 years ago may not work now and agencies need to be flexible. Every month, new tools and platforms impact the way marketing is done and your agency needs to stay on top of new developments to stay ahead of the game.

Is your agency behind the times?

1. Are you using Google Analytics and/or Google Adwords yet?
2. Do you follow Google Best Practices?
3. Do you understand what "Marketing Automation" means?
4. Are you promoting your agency on social media platforms? Just having a Facebook page isn't enough.

If you answered **"No" to two or more of the above questions**, then **you are way behind your competition** and have a lot of catching up to do. But, the good news is, everything you need to get ahead is already available. The beautiful thing about the internet is its wealth of knowledge via webinars, blogs, and e-books.



Crafted voted the best digital agency of the month, by DAN (Digital Agency Network), USA, have been known to use technology in almost every facet of their services - website design, Branding & Strategy, and Search Engine Optimization & Marketing. Their campaign to redefine the digital strategy of "Sanlam UK" made use of "**Intuitive CMS**" to add content, update homepage widgets to tag content to support the user navigation with ease. And as, with any good SEO strategy, the Crafted SEO team is continuing to optimize the site moving forward.

Key Takeaways -

- Have regular knowledge sharing and collaborative sessions with your team to ensure that everyone is kept abreast of the latest in marketing trends by outsourcing training.
- Start implementing software and tools that are readily available like Google Analytics and use automation where possible to allow greater focus on personalization planning.
- Evaluate which digital initiatives and tools should be abandoned as they lose relevance, freeing up time and space for others.

Hiring and Retaining the right talent -

Talented people are **not** a dime a dozen. **For an agency to thrive, it is important to have the right people at the right price.** It should not be news to you, that competition is high for the best talent. The best talent is already working for other

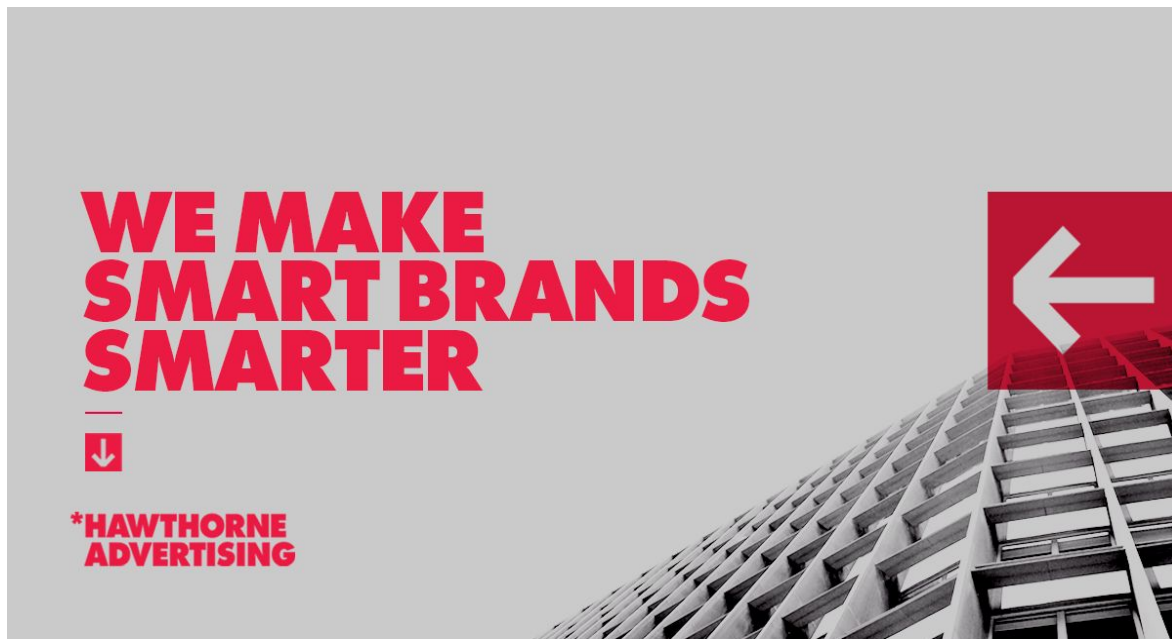
companies, and to convince them to jump ship is no easy task,” said Kean Graham, CEO of MonetizeMore.

Since more brands turn their focus on digital marketing, the demand for experienced and effective marketers is high.

Why is this a challenge?

- Struggling with turnover as better opportunities are always available.
- Top-tier performers aren't readily available and there is a huge skill gap.
- The hiring and vetting process isn't as strategic as expected.
- Budgetary constraints to having a great workplace.
- Traditional sites like Indeed or CareerBuilder will give a massive yet general audience.

Showcasing the required profile at the right locations make a difference in quality talent getting hired. Posting on LinkedIn or Inbound.org may help you be seen by the right people.



Take the example of Hawthorne, headquartered in Los Angeles, an agency where 90% of the employees say it's a great place to work. They celebrate special events, have a great work-life balance and the management is transparent and ethical. They are given growth opportunities and responsibilities to improve their skills. It all adds up. Talent retained. If they can do it, so can you.

Key Takeaways -

- Apprenticeships or Internship Program - Hire good, fresh talent early - easier to train and retain them.
- Remote Hires - Access to a bigger and affordable talent pool.
- Great Work Environment and Opportunities for progress - Leads to less attrition.
- Be very specific about what skills you require. - Quality over quantity.

So, do you want to leave your competitors thinking - on how you are getting clients with much less effort while spending less and not compromising on quality? If yes, then start planning, strategizing and working to overcome the challenges and you will see that digital is not that hard and you will soon be able to dominate your field and get more loyal customers.