

# CONTACT

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## 1. Campaign Plan

### A. Current Approach Analysis

#### Initial Observations:

- ❖ No utilization of paid advertisement campaigns through Facebook or Instagram
- ❖ No mention of an e-mail marketing implementation
- ❖ Lead acquisition from LinkedIn is adequate and reported numbers are strong
- ❖ Fair lead generation from Twitter with room for improvement
- ❖ SEM substantially helps with organic traffic when optimized properly
  - AdWords do not optimize a website for search engine algorithm indexing and simply places a priority on the highest paying PPC budgets for given keywords by a given business/website
  - PR rated backlink building, anchor text creation, competitive analysis, and keyword research and development are needed for proper SEO setup

#### Further Assessment:

- ❖ It is important to compare conversion rates from LinkedIn, Twitter, SEM, & AdWords to accurately assess utilization of advertising capital
  - Taking into account number of followers on Twitter, connections on LinkedIn, and AdWords keyword campaign with SEM approach will then allow us to ramp up the more profitable platforms
- ❖ What is the value of a lead who purchases services? What is the return on marketing investment from making a sale?
- ❖ Is the current strategy executing a sales funnel or retargeted ads?

## B. Market Positioning & Strategy

### Digital Marketing Campaign:

#### 1. Facebook Promoted Advertisements

- ❖ Facebook has the potential to add an additional stream of lead generation through their promoted post advertisements
- ❖ This social media platform ultimately drives the most sales and is the most dominant social media framework currently
- ❖ Facebook also provides the most targeted audience & demographic selection/specificity to increase the chances of a conversion tremendously attracting our target audience and only marketing to a select group of people that meet the criteria
- ❖ A single Facebook post has the potential to generate 10,000 or more impressions
- ❖ A single paid advertisement post can generate over a thousand e-mail list leads in as little as three days
- ❖ Facebook Pixels help with the organization of demographics, target audience, ideal consumer
  - ➔ Different target groups for different services
- ❖ Projected to account for 2400 or 24% of 10,000 lead goal

#### 2. E-Mail Marketing

- ❖ E-Mail marketing regularly increases a company's sales by 10-30% depending on niche, demand, etc.
- ❖ Building and growing an e-mail list is one of the most beneficial sales tactics and is a tangible asset for any business
- ❖ Through all social media platforms, we will post about different free "gifts" a follower or potential customer will receive upon 1 liking the post 2 commenting others whom would also be interested and 3 entering their e-mail information to receive the "gift"
  - ➔ The free bonus will vary from a free PDF informational or tip document to a free guide or an entrance into a giveaway and more

- ❖ Analytics will then enter each individual e-mail list opt-in participant into a funnel and based on their activity we will send them a certain e-mail. For example, if an e-mail lead opened our e-mail, and clicked on a link to our website, we would be able to track it. If the e-mail lead did not open the e-mail at all, we would also know that and send them a different series of e-mails based on their actions.
- ❖ E-Mail marketing is highly scalable

### 3. Instagram Advertisements

- ❖ Instagram is quickly becoming one of the most powerful and universal social media platforms in today's era
- ❖ Proper hashtags can increase views substantially
- ❖ Conversion is typically less than Facebook but more than Twitter
- ❖ Once again data-driven results using Instagram analytics
- ❖ Projected to account for 2000 or 20% of 10,000 lead goal
- ❖ Excellent for branding, helps show target client company values, build trust, and separate from competition
- ❖ Instagram is an additional exposure tool to easily help redirect traffic to website

### 4. AdWords / SEM

- ❖ Create different keyword split test campaigns
  - In some cases, i.e., more broad keyword PPC approaches are more effective than specific and more extensive keyword usage
- ❖ AdWords provides the foundation and is the basis for retargeted advertisements. Retargeted advertisements are some of the most profitable marketing techniques and will separate any business from competition in this manner because simply put, most businesses have yet to utilize this feature through AdWords
- ❖ AdWords will allow us to choose where and by who our advertisements are seen leading to a decrease in wasted marketing capital
- ❖ Google AdWords is one of the most effective internet marketing techniques bringing results immediately and quicker than other digital marketing mediums
- ❖ Tracking website traffic redirects, return on marketing investment, sales, and conversions are all readily available to evaluate efficacy of campaigns

## 5. LinkedIn

- ❖ Joining targeted groups whom will consist of target customer/client will help network, build connections, and bring in new sales
- ❖ Connecting LinkedIn profile with other social media platforms will increase overall internet exposure
- ❖ Millions of people in any industry or profession await, scaling LinkedIn leads will be made a priority
- ❖ LinkedIn is projected to account for 2300 or 23% of 10,000 lead goal
- ❖ Essentially a virtual yet endless community of pre-qualified prospects
- ❖ Helps leverage company model, brand, and authority across internet
- ❖ E-Mail marketing integration with LinkedIn needs implementation
- ❖ Constant group expansion and development to consistently market to a new variety of people

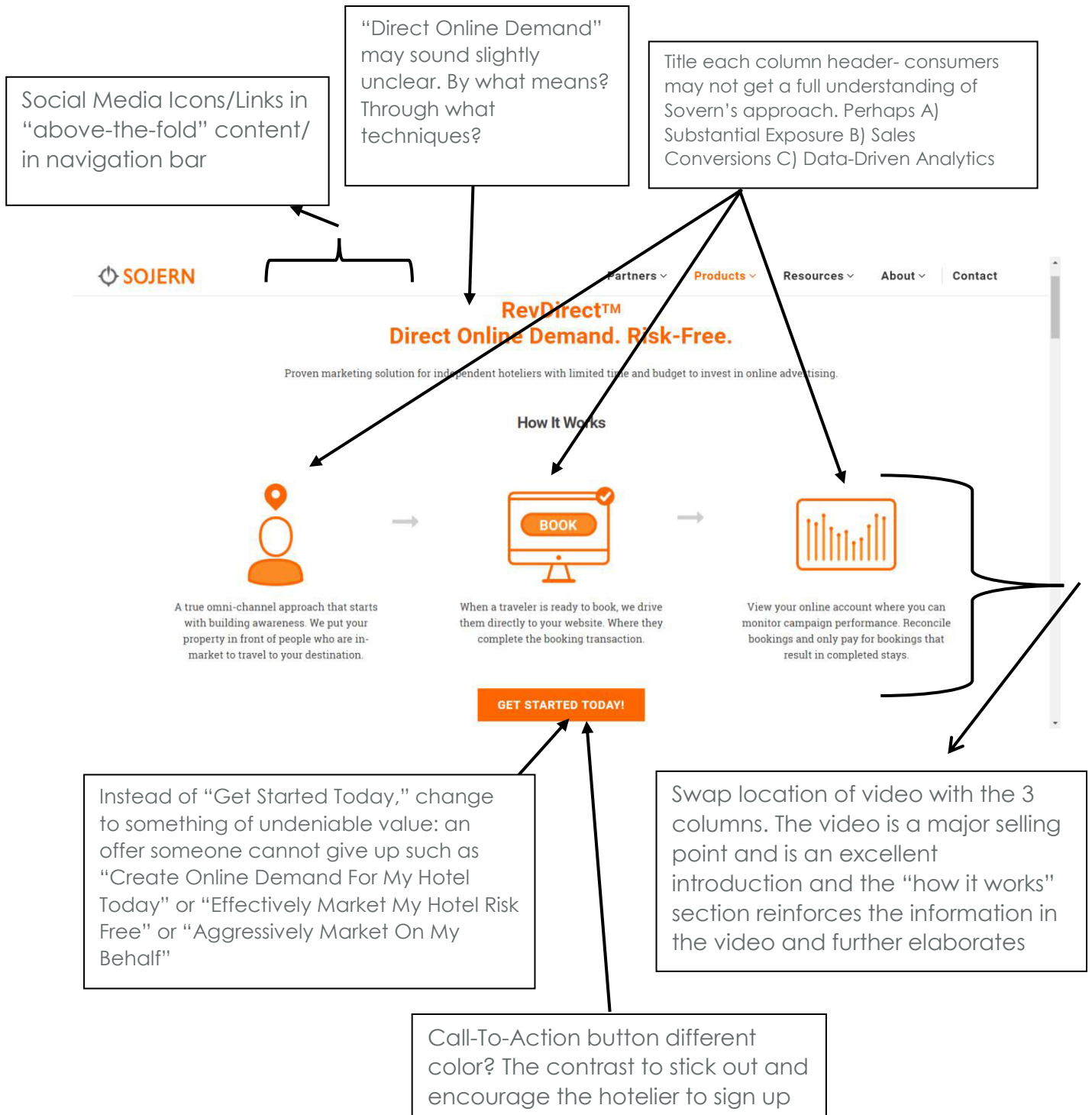
## 6. Twitter Sponsored Tweets

- ❖ Twitter is the “loudest” of social media platforms. Therefore, Twitter posts are most often with plenty of interaction and engagement
- ❖ Twitter is an excellent medium for trials and testing new content, services, ideas, etc.
- ❖ Wide audience: business people, politicians, doctors, teachers, the list goes on
- ❖ Projected to account for 1000 or 10% of 10,000 lead goal
- ❖ More abstract content creation on Twitter

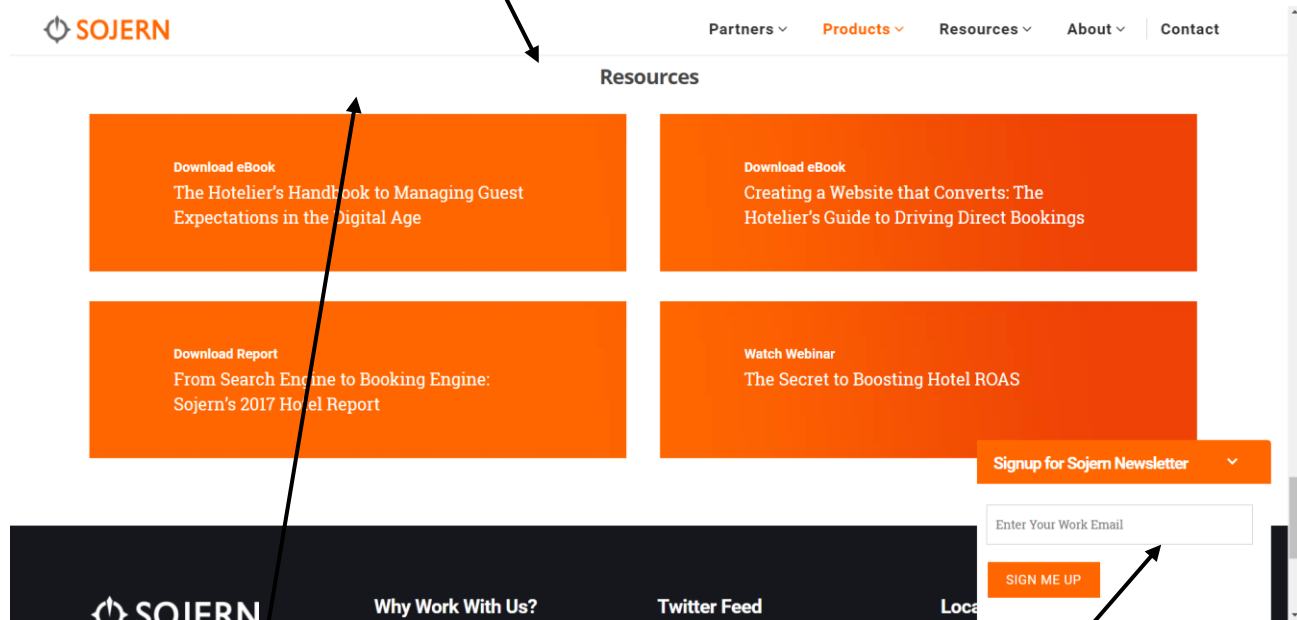
### **C. Executive Summary**

In conclusion, the 10,000 lead goal is obtainable prior to the ending of September. Using the Facebook Ads Manager, Instagram Post Promotion Interface, Google Partners/AdWords Manager Account, & Twitter Analytics/Insight the spent advertising budget per post and lead will show effectiveness of different campaigns and the given return on investment. Using the data-driven analytics is the foundation of how we will test different results using both split testing and multivariate testing to explore every possibility to maximize conversion and optimize content. The creative assets will be fulfilled and will not require any further resources. From Pixels, copywriting, and graphic design, to SEO, content creation, landing page development, and more, an exceptional user experience will be delivered to aid in the overall branding and promotion of the business.

## 2. Landing Page Test



Additional resources could be inserted. For example, embedded YouTube channels could be useful



Adding a social media layer a Facebook section that would read "John & 100,000 other people like this" for example to compliment testimonials and create further trust and peace of mind

Try additional pop-ups with "Enter Email for free Hotelier's eBook" i.e.

Using the aforementioned changes, I would create a series of tests to create and publish the highest converting version of the landing page. Using A/B split testing I would test two different versions with varying headlines, CTA button texts, or overall layout and format. Whichever performs better I will then test again using another variation until it appears the best landing page version is currently published. Using multivariate testing I will directly compare with more specificity different aspects within a certain section within the landing page. This will help optimize all of the landing page with extensive detail for a thorough and highly effective page. The tests will vary in length but typically around two weeks is sufficient to conclude which is the better performing landing page. The typical volume of people will then reach the tens of thousands of views which will be directed to one of the landing pages. Using the page variations and "behind the scene" back-end analytics, we will be able to see the impressions made within each landing page showing the efficacy of the campaign.

### 3. Interpret/Report Results

A. The best performing marketing channels are LinkedIn followed by Twitter. In general the paid advertising lead source detail is the largest lead attraction approach. In order to determine the return on investment, the following information would be necessary: the amount spent on each individual campaign (Twitter vs. LinkedIn vs. Email vs. anything else) relative to the number of "won" leads. Since the goal is lead acquisition, technically there are other categories that would fall under ROI such as "engaged, MQL, or suspect."

B. LinkedIn is one of the best mediums for connecting with the targeted audience of marketing and business development managers for different hotels. With the hundreds of millions of people active on LinkedIn, there are an endless audience to go after to sell hotelier marketing services to. Another excellent way to target hotel general managers is through paid Facebook advertisements, which has only partially been utilized by Sojern. Using the Facebook Ad Manager it is important to never boost posts but to rather target the demographics manually through the various criteria we will narrow results down to. Instagram is another upcoming advertisement powerhouse, and with the diverse presence of hotels on Instagram there is another platform to reach out to different hoteliers.

C. LinkedIn and Twitter are once again the details in which generate the most sales qualified leads. This is due to the nature of digital marketing, allowing for targeted advertisements to those actively motivated based on past search queries, websites visited, social media pages liked/followed, engaged with, etc. which is simply more effective for lead retrieval than a simply organic search on a search engine.

D. Additional Observations:

- ❖ Substantial room for growth with Facebook Ad Campaigns which is the most highly targeted form of internet marketing guaranteed for many SQL's
- ❖ E-Mail marketing expansion could generate revenue through acquired leads who have not yet been completely "sold"
- ❖ Some campaigns moderately ineffective generating a relatively low number of SQL such as Skift, NY Adventure or eHotelier