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WORDCAMP TORONTO · 2018 · Organizers

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The One Stop Marketing Shop: Gutenberg's Marketing Toolbox

DELTA
GROWTH

What I Hope You'll Get From This

- An understanding of the **growth stages** of the four critical digital marketing categories.

- Confidence in **WordPress's support** of your business through your growth stages, with a case study!

- Powerful ways to leverage **Gutenberg**'s modular thinking for marketing.

Who Am I?

My name is Troy Fawkes and I've been in the digital marketing space for close to ten years. Besides being the founder of a digital marketing agency called Delta Growth, I'm an SEO, CRO and Analytics specialist with a development background.

I love warm countries, rock climbing, scuba diving and WordPress.

Who Are We?

Delta Growth is a Digital Marketing agency in Toronto, Canada that works with medium to enterprise businesses internationally to dramatically improve their performance online.

We are an organization filled to the brim with industry experts and specialists. You want success and we know how to get there.

We also have a 6 hour work day with 3 days work from home per week.

...and we're hiring!

Brands We're Working On
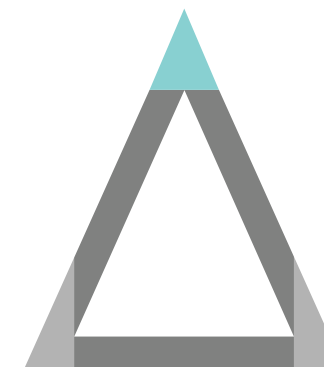

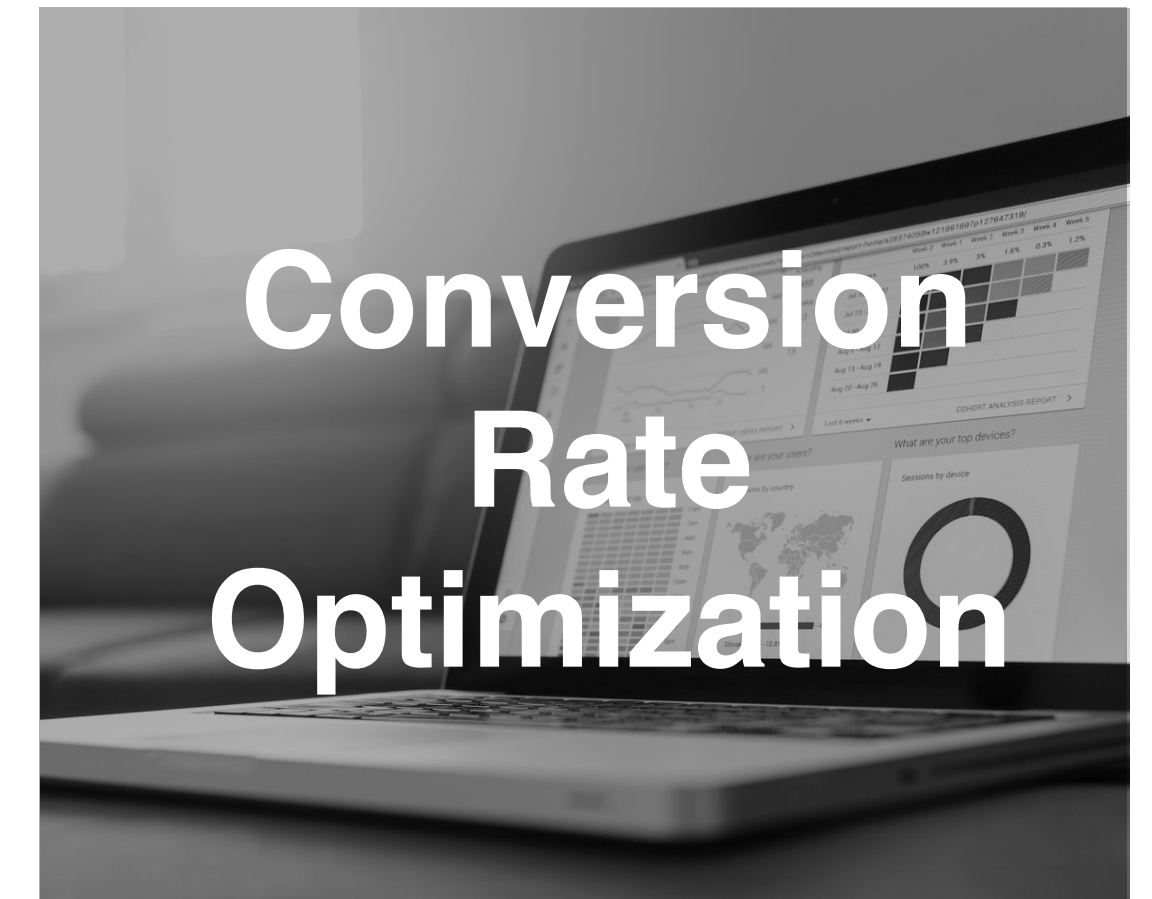
CARFAX
Well.ca
Maple
Easigrass
Bargains Group
Excel Homes
US Stove

Growing a Business Online

The Four Critical Digital Marketing Channels

Search Engine Optimization

Paid Advertising

Email & Marketing Automation
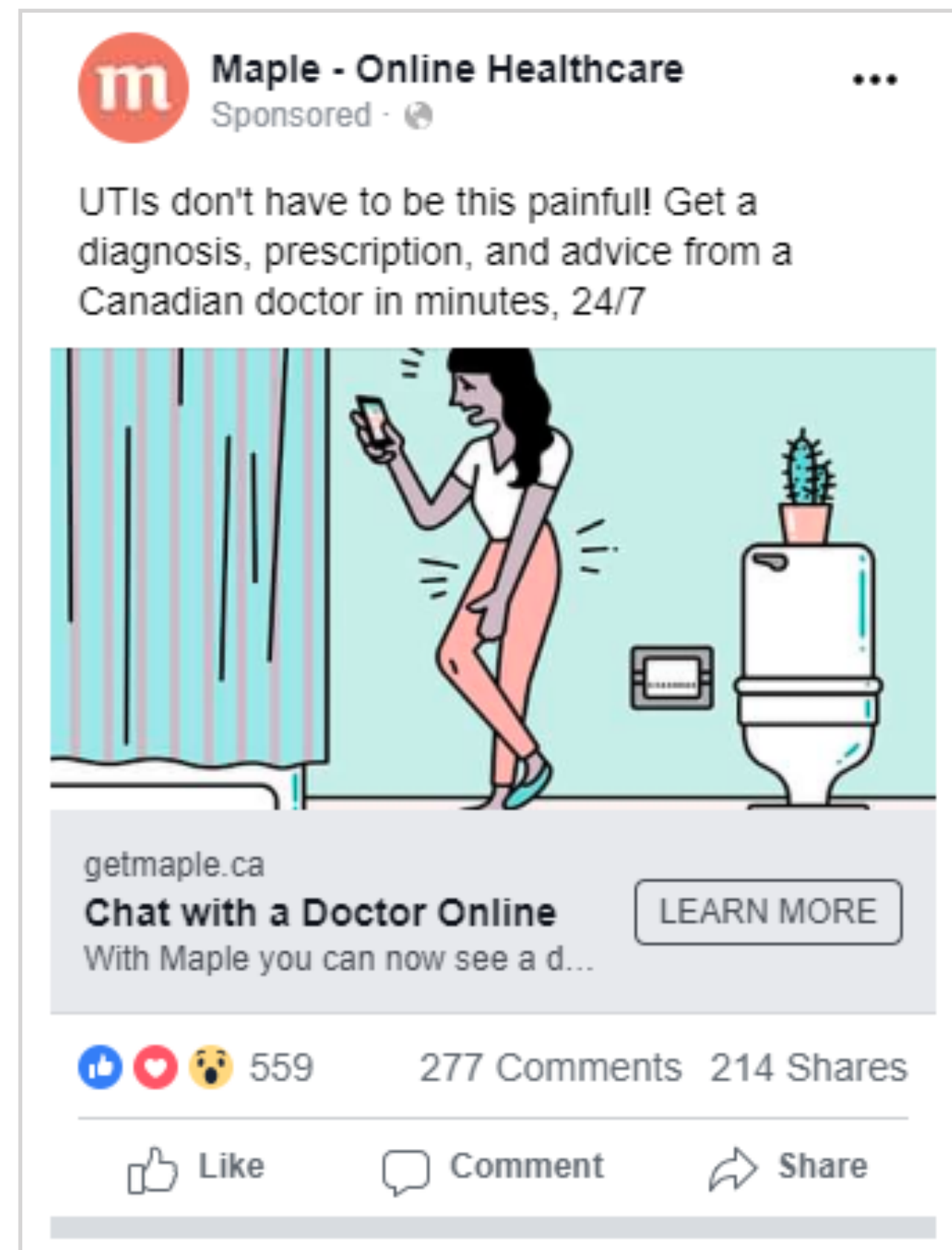
Conversion Rate Optimization

maple

A Case Study

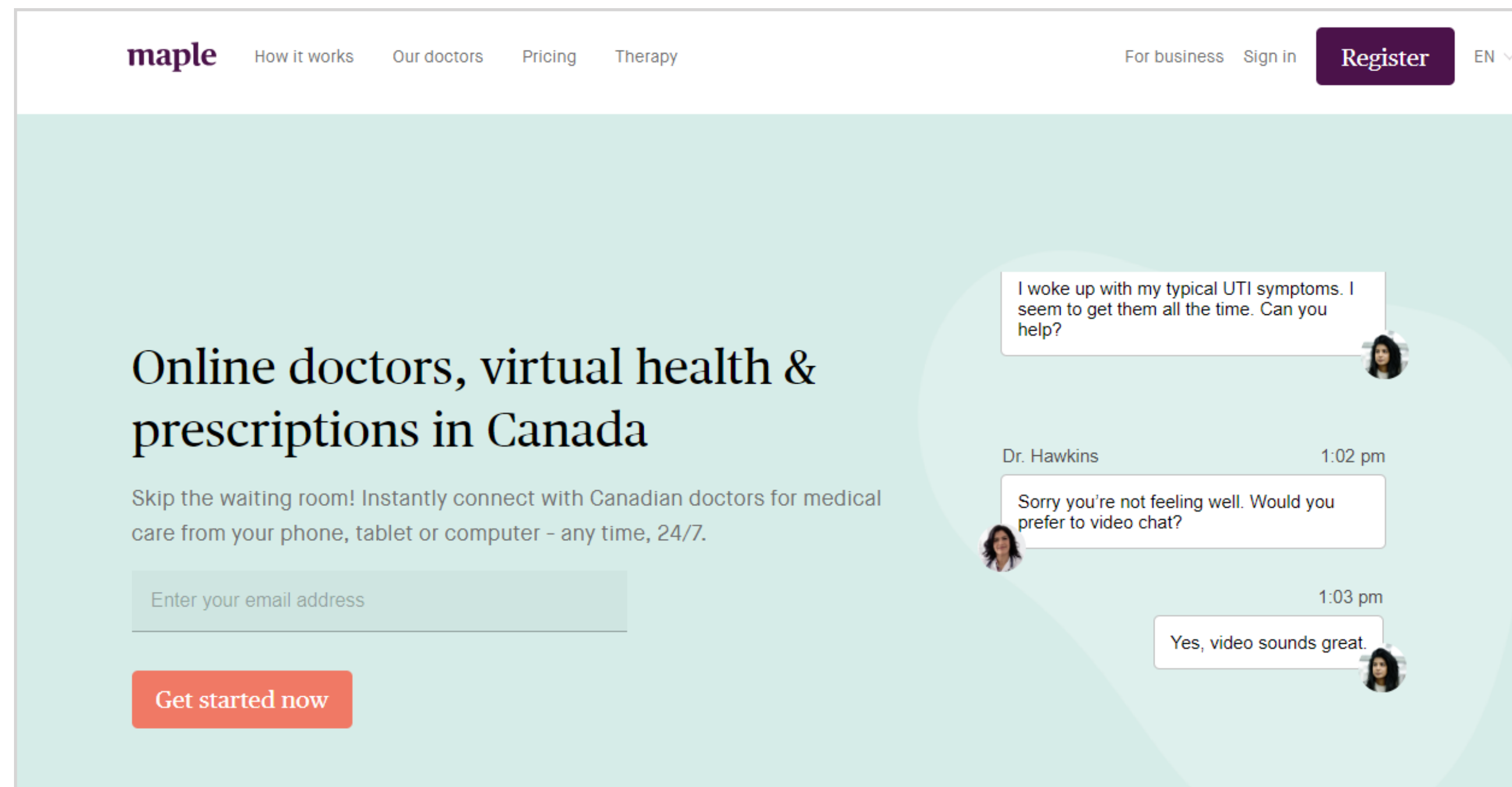New and
Small
Business

Paid Advertising

- Google & Facebook Ads
- Traffic directly to the home page
- Only 3-4 major "ideas"

Search Engine Optimization

- Home and Conditions pages
- Targeting ideas like "Online Doctors," "Virtual Healthcare," and "Online Prescriptions"
- Investment in Media & Partners

Search Engine Optimization

Powered by WordPress

Conversion Rate Optimization

- Strong brand identity
- Focus on education
- And unique selling point
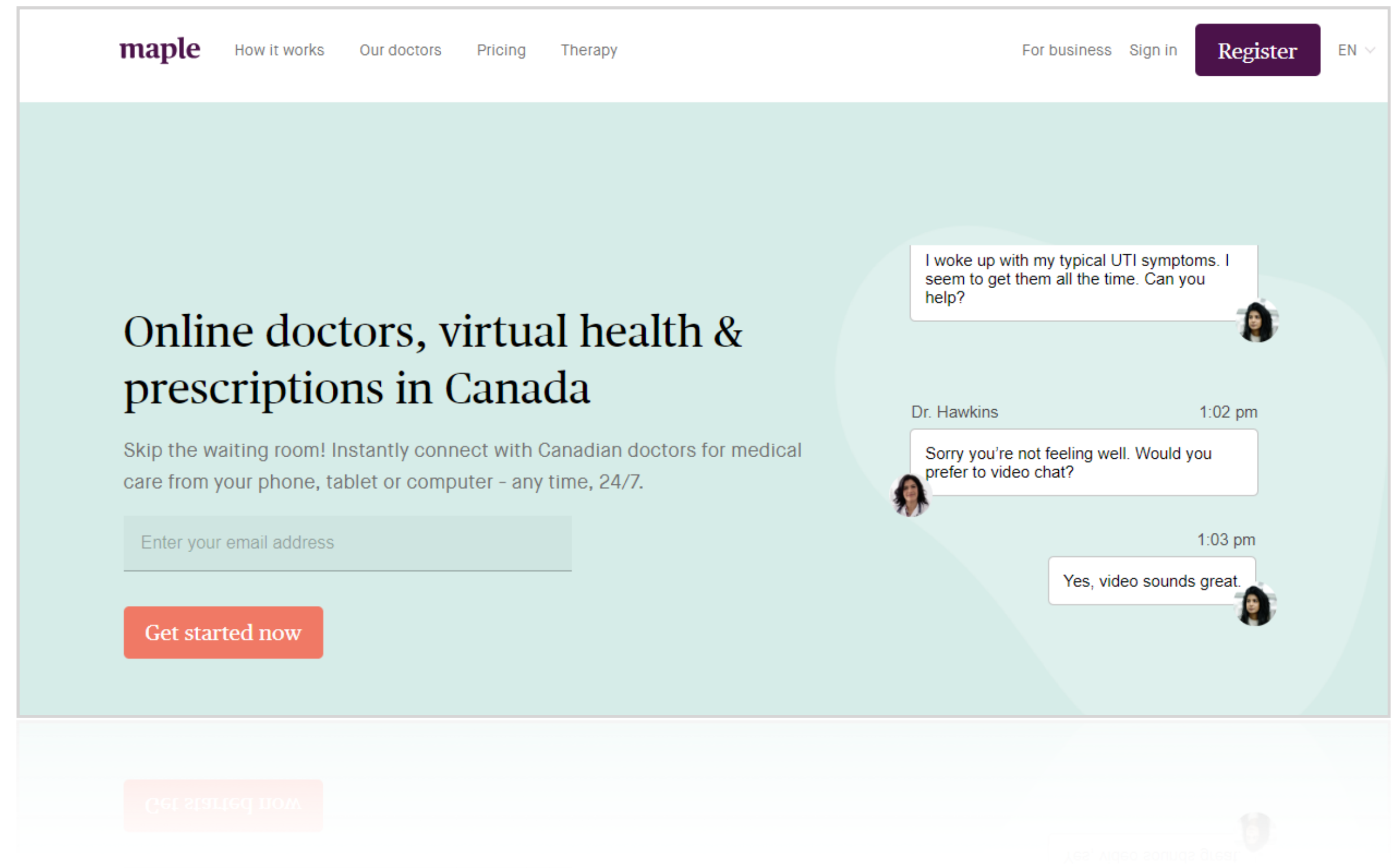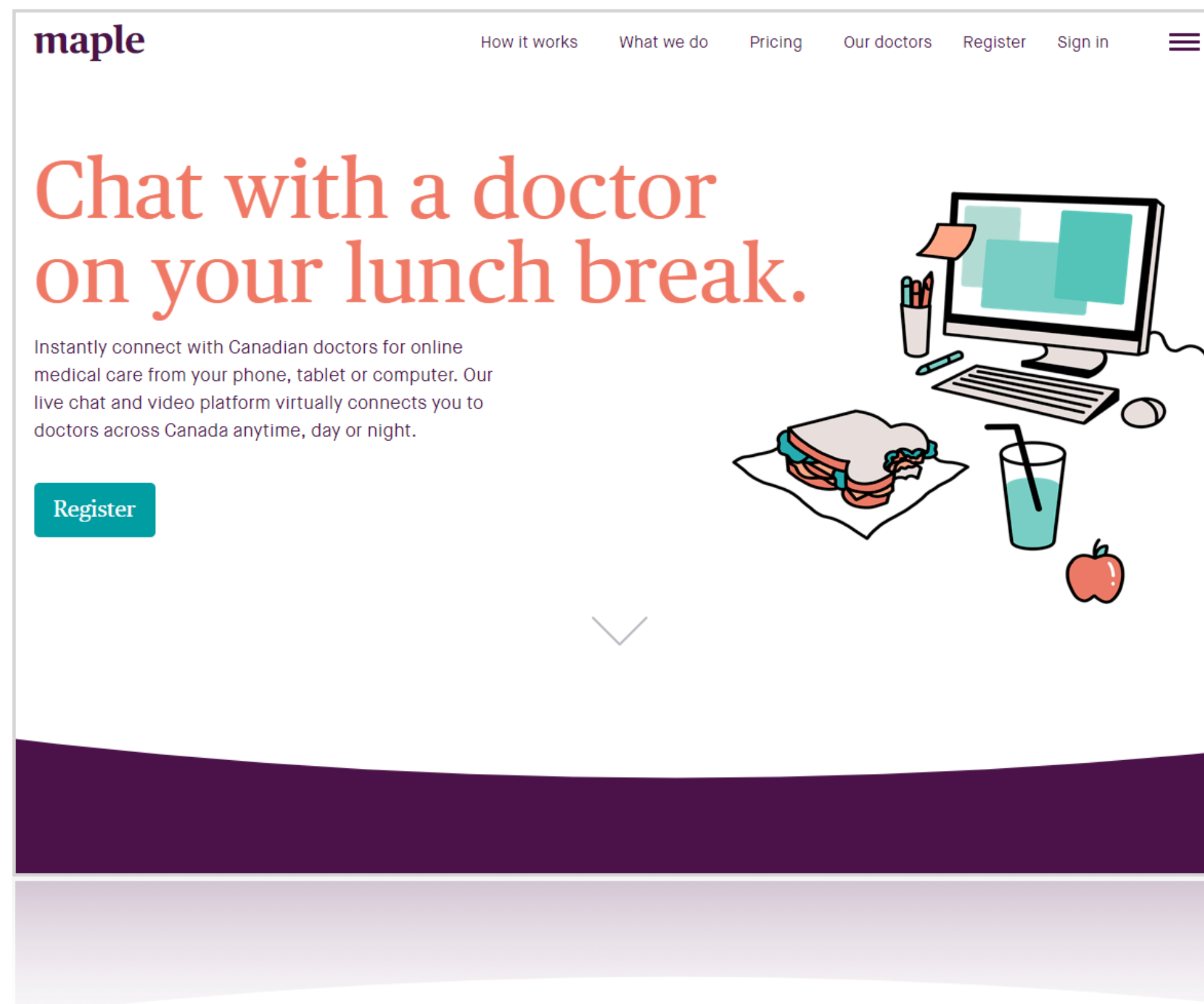
Email & Marketing Automation

How It Works

Step 1.
Tell us your symptoms

How are you feeling?
Describe the symptoms that you (or a loved one in your care) are experiencing.

Doctor's note or renewal
Request a doctor's note or prescription renewal – both are included with your consultation.

Describe the details for your visit today

- Capturing Emails in Registration
- Onboarding Email Drip Campaign
- No research, metrics or A/B testing

New and Small Business Marketing

What are the table stakes for marketing as a new or small business?

New Business

SEO	Paid Advertising	Email & Automation	UX & CRO
30% Effort	20% Effort	0% Effort	50% Effort
Home & Service Pages			Strong Visual Identity
Indexable Website		Capture Emails	Home & Service CRO
Capture & Build Authority	Start Google or Facebook Ads		User Testing
Leverage Business Relationships	Start Remarketing		Rapid Refinement
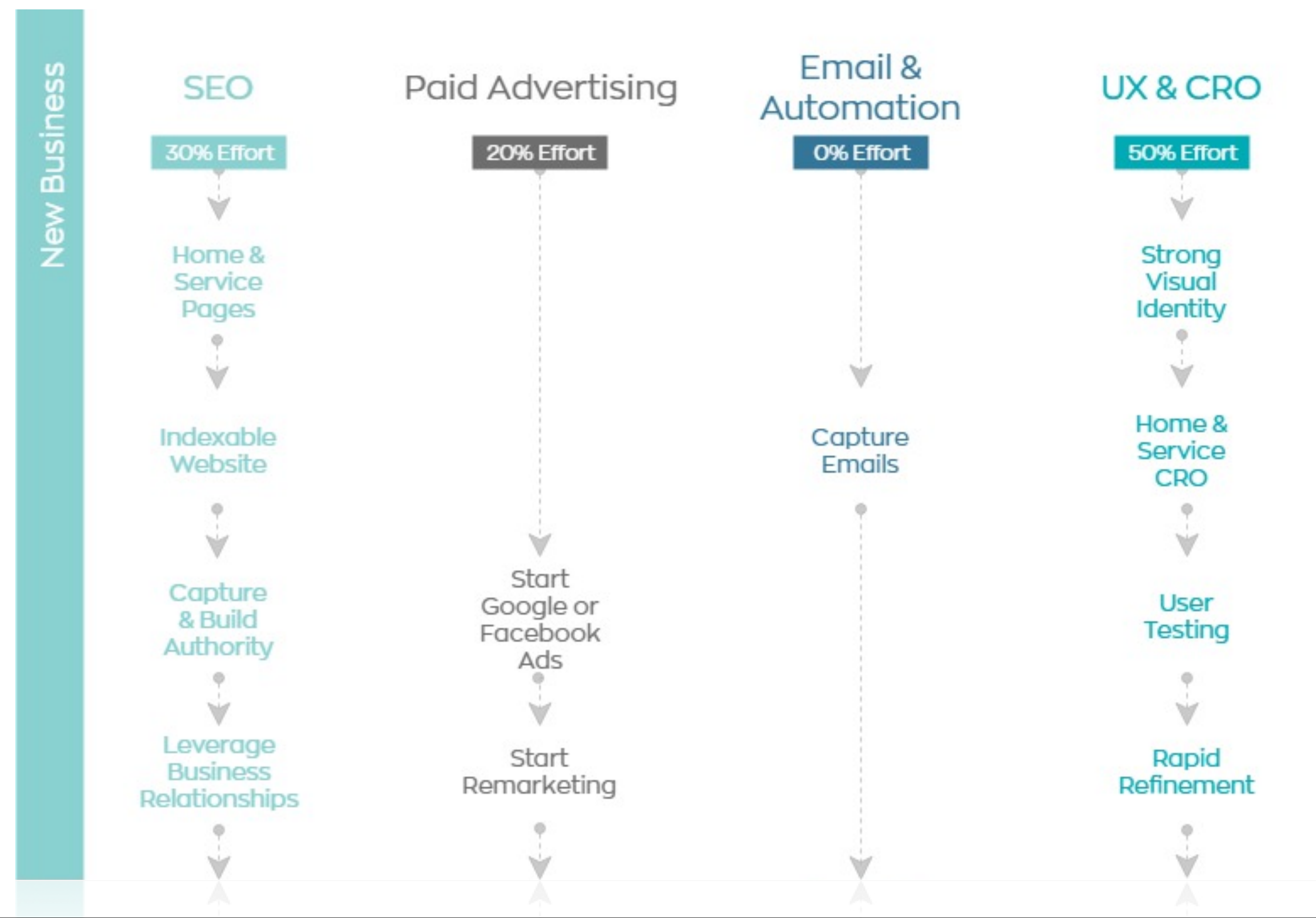
Medium or Growth Business

Paid Advertising

- Prioritizing measurement
- Increasing spend
- Experimenting in channels
- Optimizing based on full cycle data

Search Engine Optimization

Skip walk in clinics in Toronto. See the doctor online.

Instantly connect with Canadian doctors for medical care from your phone, tablet or computer - any time 24/7 in Toronto.

Enter your email address

Get started now

- New user intents such as geo-specific, disrupting walk in clinics.
- Greater time investment in growing the site.
- Revised navigation.

Seeing a doctor in Toronto

With 2.8 million people in Toronto, it can be difficult to get a quick appointment. If clinics are closed, your only option is the hospital.

Downtown, you're waiting 4.4 hours on average at the Toronto General Hospital or 5.6 hours at St. Michael's Hospital. 9 out of 10 patients at Sunnybrook Hospital in North York are typically waiting 3.8 hours.

That's why we created Maple. We have a large network of Canadian doctors ready to help in minutes — anytime 24/7.

Chat with a doctor now

Taxonomies

Languages: **English** • বাংলা • Italiano • Português do Brasil • 日本語 (Add your language)

What is a taxonomy?

Taxonomy is one of those words that most people never hear or use. Basically, a taxonomy is a way to group things together.

For example, I might have a bunch of different types of animals. I can group them together according to various characteristics and then assign those groups names. This is something most people encounter in biology classes, and it is known as the Linnaean Taxonomy.

In WordPress, a "taxonomy" is a grouping mechanism for some posts (or links or custom post types).

The names for the different groupings in a taxonomy are called *terms*. Using groupings of animals as an example, we might call one group "birds", and another group "fish". "Fish" and "birds" are terms in our taxonomy. As an example from WordPress, a category or tag (see next section) is a term.
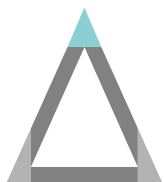
Email & Marketing Automation

- Considering full user journey in communications.
- Creating unique paths for different users.
- Focus on activation campaigns.

User Journeys: Anwaar
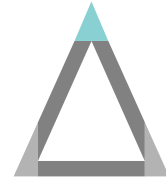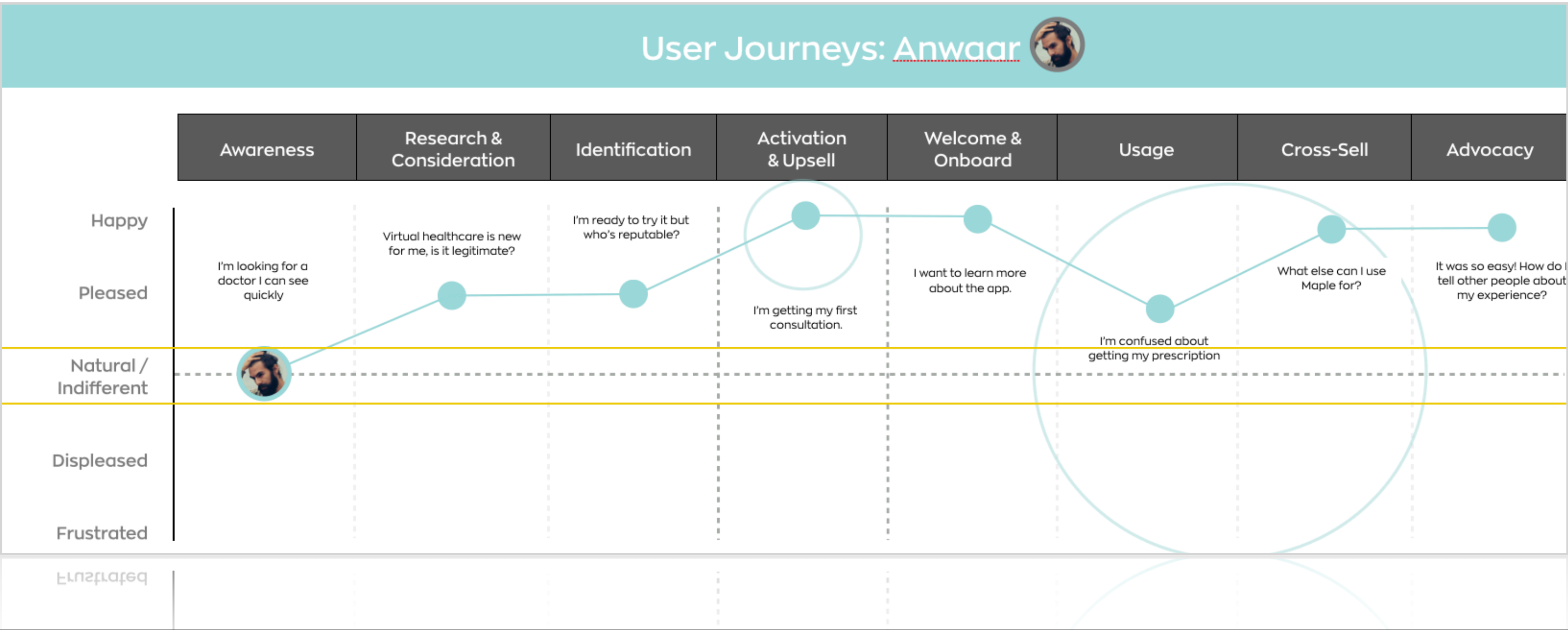
Conversion Rate Optimization

- User Testing
- Data & Analytics
- Always On Optimization

Conversion Rate Optimization

WordPress   **Google Optimize**
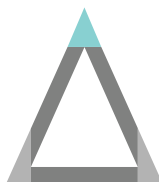
Better Together

Medium or Growth Business Marketing

What are the table stakes for marketing as a growth or medium-sized business?

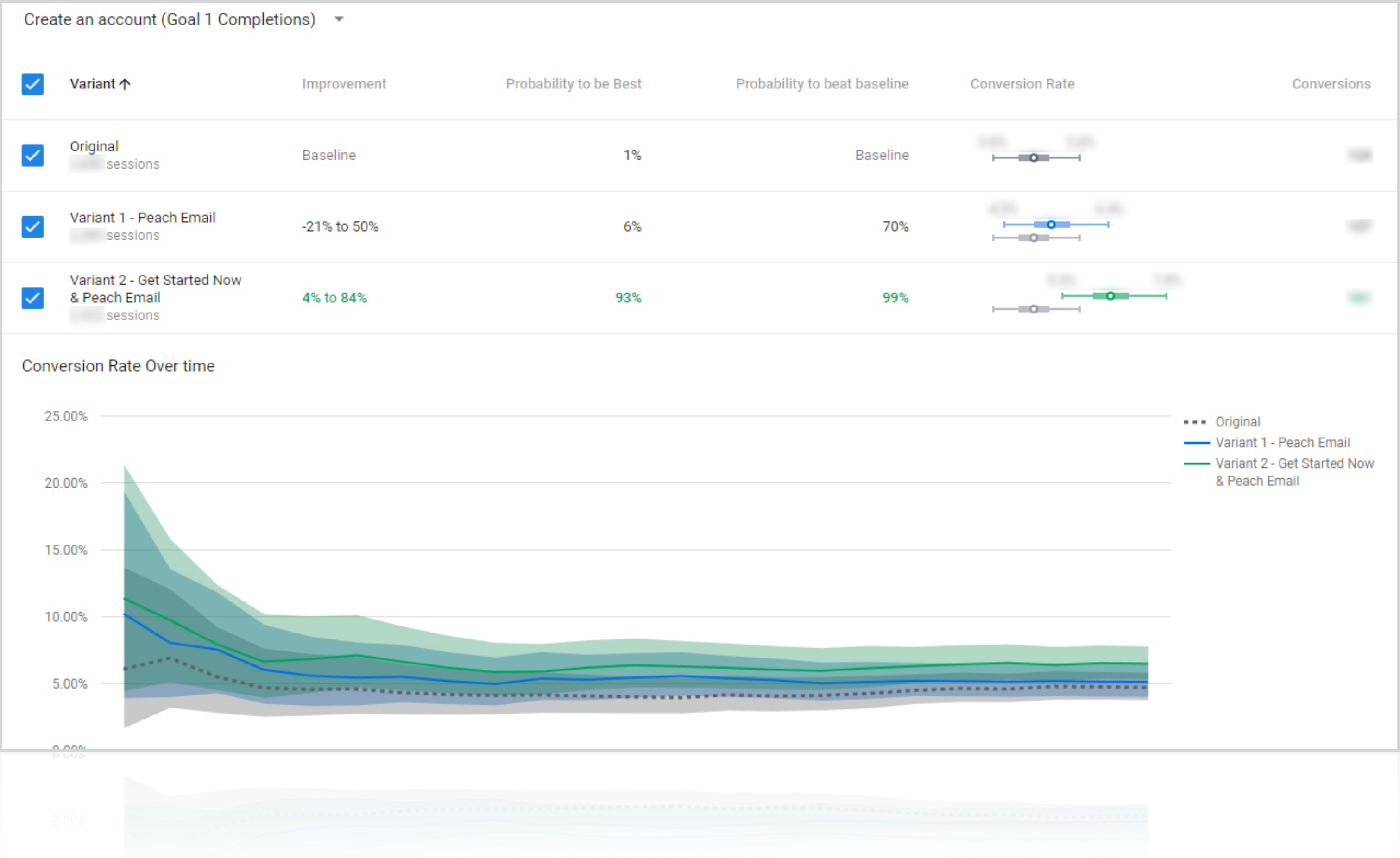| Young Business	SEO	Paid Advertising	Email & Automation	UX & CRO
	40% Effort	30% Effort	20% Effort	10% Effort
	Technical Optimizations	Prioritize Measurement	Lead Nurturing	User Intent Templates
	BoFu/MoFu User Intents	Increase Spend	Activation	Paid Lander CRO
	Supplementary Content	Channel Experiments		
	Build Authority	Full Circle Data Optimization	Email Capture Assets/Tools	

Mature or Large Business

Mature or Large Business Marketing

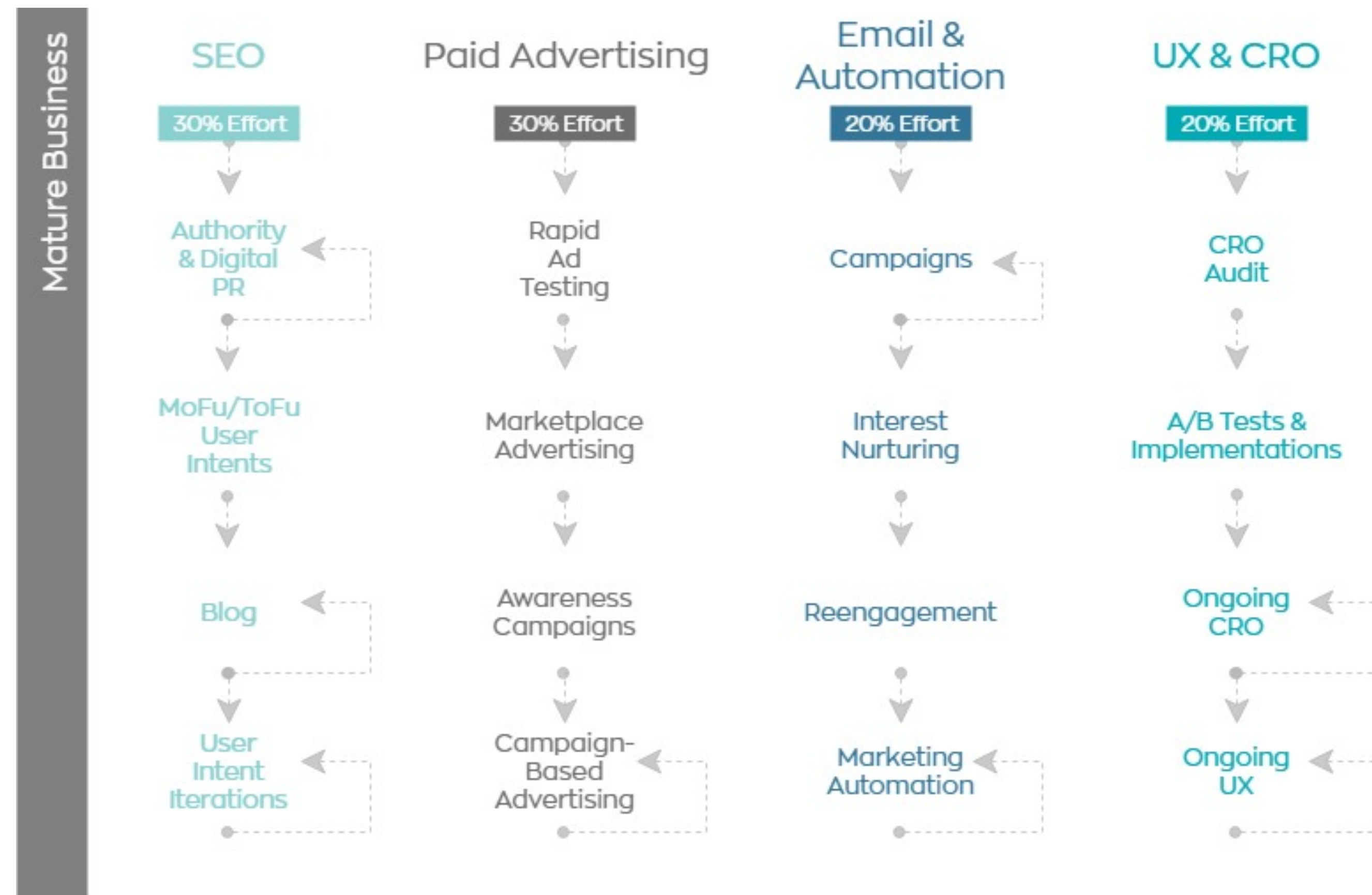What are the table stakes for marketing as a mature or large business?

Mature Business

SEO	Paid Advertising	Email & Automation	UX & CRO
30% Effort	30% Effort	20% Effort	20% Effort
↓	↓	↓	↓
Authority & Digital PR	Rapid Ad Testing	Campaigns	CRO Audit
↓	↓	↓	↓
MoFu/ToFu User Intents	Marketplace Advertising	Interest Nurturing	A/B Tests & Implementations
↓	↓	↓	↓
Blog	Awareness Campaigns	Reengagement	Ongoing CRO
↓	↓	↓	↓
User Intent Iterations	Campaign-Based Advertising	Marketing Automation	Ongoing UX

Mature or Large Business Marketing

Get crazy like Shopify

Term
wordcamp

Generate slogans

We generated 1,076 slogans containing wordcamp

Your slogan will look great on your online store. Click a slogan to get started.

|	
If You Want To Get Ahead, Get A Wordcamp.	Gee, Your Wordcamp Smells Terrific.
Obey Your Wordcamp.	Wordcamp makes your day.
Come to Life. Come to Wordcamp.	For the love of Wordcamp.
Go Crack a Wordcamp.	Get Busy with the Wordcamp.
Make Someone Happy with a Wordcamp.	There's only one true Wordcamp!
Wordcamp Dreamteam.	The Wordcamp Of A New Generation.
The Sweet You Can't Eat Without Wordcamp.	For The Wordcamp You Don't Yet Know.
Put A Wordcamp In Your Tank.	Two Hours of Wordcamp in Just Two Calories.

Gutenberg
& Modular
Thinking

Blocks for Growth

- Features

- Unique Selling Point

- Social Proofing

- How It Works

- Pricing

- Reviews

- Calls to Action

- Videos / GIFs

- Simple Layouts
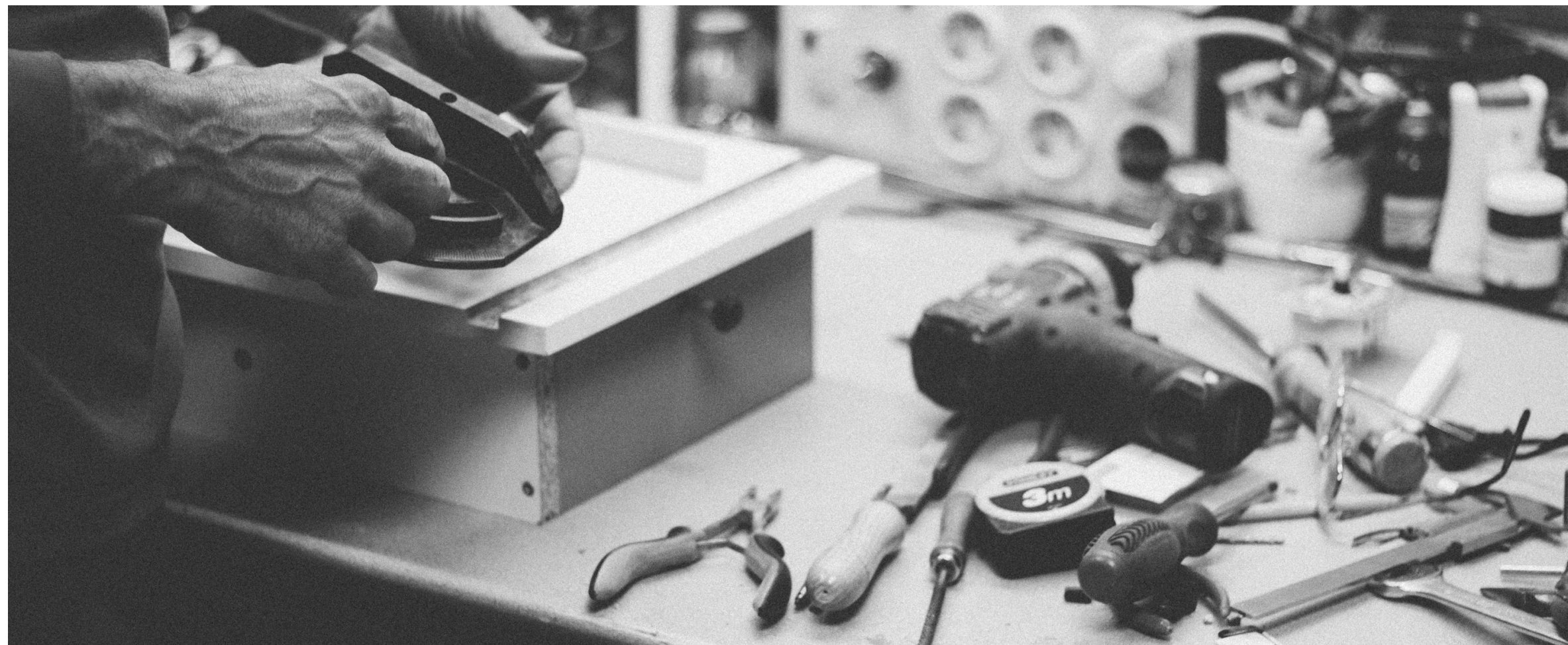
Rapid Content Creation

- Pages targeting user intents for SEO
    - Product and Service
    - Location
    - Industry and Demographic
    - Problem/Process
    - Competitor
    - Seasonal
- Landing pages for Paid Advertising
- Code-free A/B/n Tests

Rapid Change

- Test re-ordering blocks across page types

- Test revising CTA blocks across your entire site

- Test adding and removing blocks

- Grow low-content page types with new blocks

- Target new keywords using dynamic blocks

Thank You!

Slides are available at:
https://dg.agency/wordcamp-2018/

Digital Marketing Strategy Flow Chart is available at:
https://dg.agency/digital-marketing-strategy/

Find out more about Delta Growth at:
https://dg.agency/