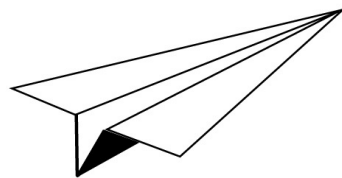




# CREATIVE MARKET- ING BIBLE

*Creative Marketing Ideas to Help you Skyrocket Growth*



**Nibble**

# FOREWORD

2020 has changed the entire business landscape. The global pandemic has fueled rapid digital transformation, forcing many businesses to move online in order to stay relevant.

As more and more businesses decide to adopt a digital-first business model, online competition has become even fiercer. To remain competitive, marketers need to start thinking outside the box in order to capture market share – and that means putting creativity at the centre of your marketing strategy.

In this guide, we've partnered with top marketing professionals, who've shared their top tips on creating a winning marketing strategy. Packed with actionable tips, this guide is your go-to resource when planning your next creative campaign.

I'd like to say thank you to all the amazing contributors that made this guide possible. Should you require any help, our authors will be happy to answer any questions you may have. You can find their contact details at the end of this book.

In the meantime – enjoy the bible!

Best regards,

*Sandra Kaminska-Paciorek*

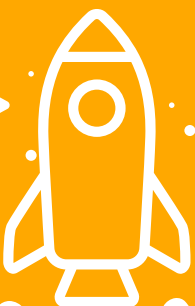
Marketing Manager at Nibble Video



## CREATIVE MARKETING BIBLE

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# 01 MARKETING COMMUNICATIONS

Having a robust strategy in place is a key element of every successful business. However, what we've learned in 2020 is that your communications strategy must also be agile enough to keep up with the ever-changing landscape.

**In this section, we'll talk you through how to turn your existing communications plan into a flexible strategy that stays relevant in any circumstances.**

Let's take off!





## MARKETING COMMUNICATIONS

# HOW TO BUILD A ROBUST MARKETING STRATEGY?



By **James Stuurman**

Founder & Marketing Consultant at [\*Steer Marketing\*](#)

**As a marketing graduate and semi-professional, it has become evident that many firms or businesses require different strategic needs.**

The company's size most definitely has a part to play in the content of the plan, but the size is not everything.

The nature of the industry is also important in analysing just how much work is required. For example, IT-based companies require much more attention to detail than a clothing retailer as there are many hardware and equipment-based parts to account for. In contrast, the fashion items are much easier to collate and stockpile.

You can use the plan below as a **basic template for strategic analysis.**

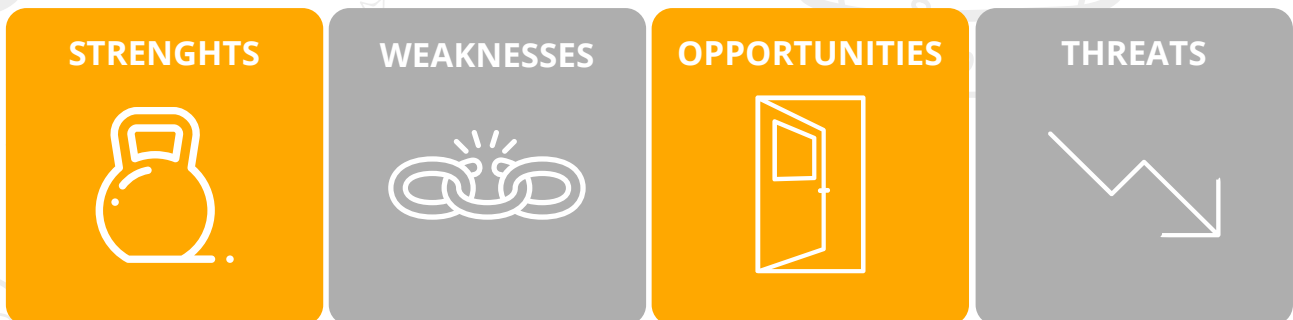
# A GENERIC TEMPLATE FOR STRATEGIC ANALYSIS

Firstly, in order to successfully develop an effective strategic marketing plan, there must be three objectives – **behavioural**, **motivational**, and **informational**. These objectives are directly derived from what we all know as **SMART goals**.

**S M A R T** 

**SPECIFIC. MEASURABLE. ACHIEVABLE. RELEVANT. TIMEBOUND.**

A **SWOT analysis** is also a key factor for facilitating the strategic marketing implementation process underpinning the *Strengths*, *Weaknesses*, *Opportunities* and *Threats* within the market.



An internal and external analysis must also be conducted with an 'internal customer analysis', a 'market analysis' within the specific field/ industry, and an 'environmental analysis' relevant within the business's scope.

The external phase of the plan must be understood to explain the competitive edge and advantage. It must create and display identifiable value through propositional services. It must build and manage the brand equity relationship with customers. It must energize and leverage the business. It must have the ability to create new business.

Implementation of relevant projects must be recorded and monitored. The budget constraints must also be followed and monitored.



Having a robust marketing strategy in place is obviously important, but building one can be a huge undertaking.

You have to consider your target demographics, the optimal channel mix to reach them, and the most effective messaging formats for each. Whilst getting these basics locked down, you're always thinking about how to stay on-brand and get the tone right, too.

**No matter if you're marketing to B2C or B2B audiences, the key to a successful marketing communications strategy is to embrace natural language – as if you were talking to a friend, not just a potential customer.**

Sandra Kaminska-Paciorek, a Creative Marketing Strategist at Nibble Video, explains how to create a message that resonates with everyone.





## MARKETING COMMUNICATIONS

# STEP AHEAD OF THE GAME BY EMBRACING A H2H COMMUNICATIONS STRATEGY



By **Sandra Kaminska-Paciorek**  
Marketing Manager at [\*Nibble Video\*](#)

**You've heard it before - but in this highly competitive world, connecting with your customers is more difficult than ever.**

One of the reasons marketing strategies fail is a lack of understanding when it comes to the needs and challenges of your audience. If you don't know what the motives are behind your customer's behaviour, chances are you won't be able to come up with a message that resonates with them.

One of the best examples to illustrate the importance of knowing your customers is the language you use in your marketing materials such as on your website or social media posts.

Brands that struggle to properly understand their target audience end up using industry jargon that is barely understandable by those outside their field..

For instance:

Drill down → *Analyse*  
Pull the trigger → *Initiate*  
Baked in → *Accounted for*  
Best of Breed → *Best*  
Execute → *We'll do it*

Transpired → *Happened*  
Paradigm → *Ideal*  
Conundrum → *Problem*

This kind of language makes a reader feel out of the loop if they don't immediately understand it - leading to a feeling of alienation, and less chance of your message resonating with them.

While other businesses wander in the dark, you can use simple, natural language to stay competitive.

In a global marketplace being driven by technology, the concept of humanizing a brand and connecting with like-minded individuals is a key strategic opportunity for moving a business forward.

It's a simple concept but people are creatures of habit and it takes a pretty significant shift to give up our favourite business jargon. However, at the end of the day, companies exist because human beings are directly responsible for the way a company behaves.

With Human to Human (H2H) communications, you can build trust and tap into people's emotions - whether you operate in a B2C or B2B environment.

In this context, there is one thing that you ought to remember:

**B2C Marketing** = *selling to people*

**B2B Marketing** = *selling to people who work for companies*

## NOTE TO SELF

**BY LEVERAGING THE CONCEPT OF HUMAN TO HUMAN (H2H) COMMUNICATIONS, YOU CAN BUILD TRUST AND TAP INTO PEOPLE'S EMOTIONS.**

No matter what sector you work in, you're still marketing to people - and they should always lie at the heart of everything you do. By embracing all elements of H2H marketing including using jargon-free language and storytelling, you'll be able to distinguish your brand from your competitors to stand out.

Look at it from this perspective – your potential customers have **an attention span of just eight seconds**, so it's your job as a marketer to make the most out of it.

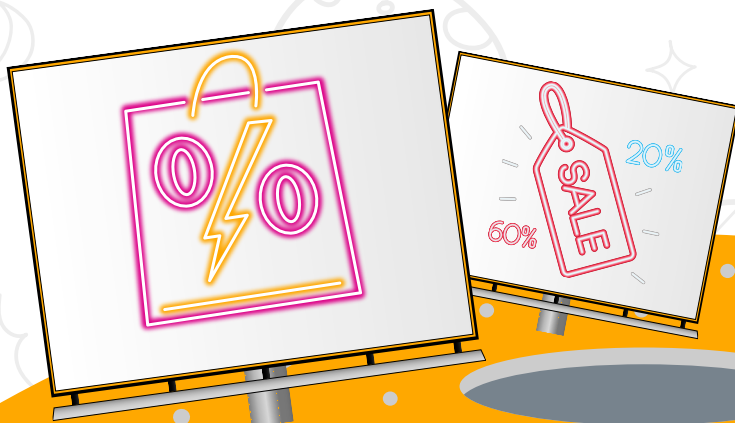
If you fill your website with pretty but meaningless, fluffy copy, chances are your visitors will bounce from your site as soon as they land on it. On the other hand, if you immediately **catch their attention with a thought-provoking story or engaging explainer video**, you're off to a much better start.

So, if you're looking to get ahead of your competition, start building that personal connection with your customers by embracing clear human-to-human communication.

# 8 SECONDS

*A recent study\* found that the average human attention span has fallen from 12 seconds in 2000 (or around the time smartphones hit the scene) to eight seconds today.*

Speaking of the 8-second attention span rule... What are some creative ways to capture your audience's attention span within seconds?





MARKETING COMMUNICATIONS

# THREE CREATIVE WAYS TO GET YOUR PROSPECT HOOKED WITHIN SECONDS



By **Sandra Kaminska-Paciorek**

Marketing Manager at [\*Nibble Video\*](#)

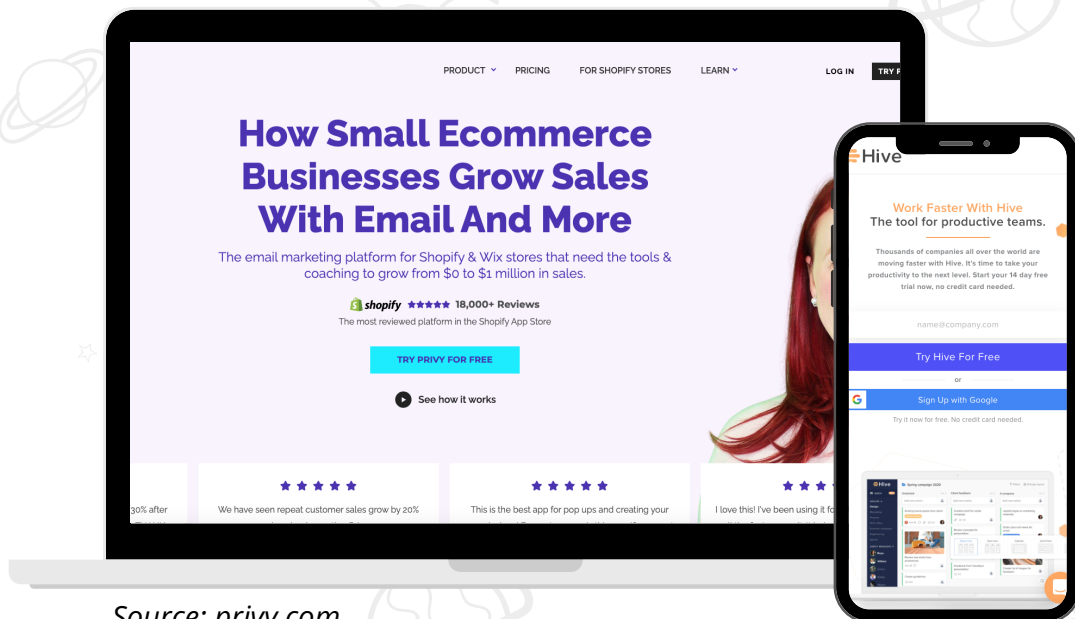
**Within 8 seconds, your customer has already made their first critical decision; whether to keep listening, enter into a conversation with you, or to end it right away.**

This tiny window of time is critical in deciding whether you win or lose new business.

Let's imagine a scenario where a prospect lands on your page, and is trying to evaluate your offer to decide whether you're the right fit. If your landing page is a regular page (or, even worse, just your homepage), you're likely to lose their attention immediately.

Every campaign needs to have a **designated landing page** featuring a clear headline message and engaging content to support it. For example, if you are a SaaS provider trying to increase signups for product trials, you ought to have a landing page that explains why people should give you a try and what's in it for them.





Source: [privy.com](https://privy.com)

Source: [hive.com](https://hive.com)

Bearing in mind that you only have eight seconds to help them decide, a great tactic to capitalise on the need for instant engagement is to turn the entire message into an **animated video explainer**.

An average explainer video lasts up to two minutes and is one of the most effective marketing tools to engage and convert your prospects. It fulfils the need to grab attention quickly, and to succinctly introduce the viewer to why your solution is great.

If your goal is to initiate contact, instead of embedding traditional contact forms, you might want to try **live chats or website chatbots**.

There are plenty of solutions on the market such as *Continually* or *Tawk Chat* that offer custom chatbots and real-time chats as a more engaging alternative to static forms.

Again, if you can trigger your welcome message within the first few seconds of your customer's visit, chances are you'll be able to capture their attention.

Last, but not least – there is no better way to get your prospects hooked than running a **personalised campaign that specifically targets your segment's needs**. The days of 'one-size fits most' marketing are behind us.

For example, if your SaaS product can be used by both business development and marketing teams, a good idea would be to create two separate campaigns that point segments to two different landing pages. Each landing page should showcase different benefits that are applicable for each segment so they can instantly assess whether your solution could help them solve their own challenges.



## 02 BRAND PROMOTION & PR

When it comes to building your brand's visibility online, it's vital to work across the entire spectrum of marketing channels including organic, paid and earned media. This encompasses working around multiple disciplines such as SEO, Public Relations and Display campaigns.

In this section, we'll explore how you can use the channels above to drive a creative, memorable campaign your audience (and Google) will love.



BRAND PROMOTION & PR

# HOW TO DRIVE CREATIVE SEO WITH DIGITAL PR CAMPAIGNS?



By **Sandra Kaminska-Paciorek**  
Marketing Manager at [Nibble Video](#)

**Digital PR is a vital component of every digital marketing strategy.**

Digital Marketing Institute defines digital PR as *a strategy to increase brand awareness using digital outlets*. Digital PR relies on online strategies such as search engine optimisation, content marketing, influencer outreach and social media.

While digital PR is an awesome tool to expose your brand and build its credibility, it also has a secondary agenda – to build as comprehensive as possible a portfolio of quality backlinks pointing back to your website.

Quality backlinks coming from high-reputation websites are critical for organic rankings.

In fact, some people think that having a strong backlinks portfolio is in some cases even more important than a correctly executed technical SEO strategy.



Source: John Mueller on Twitter

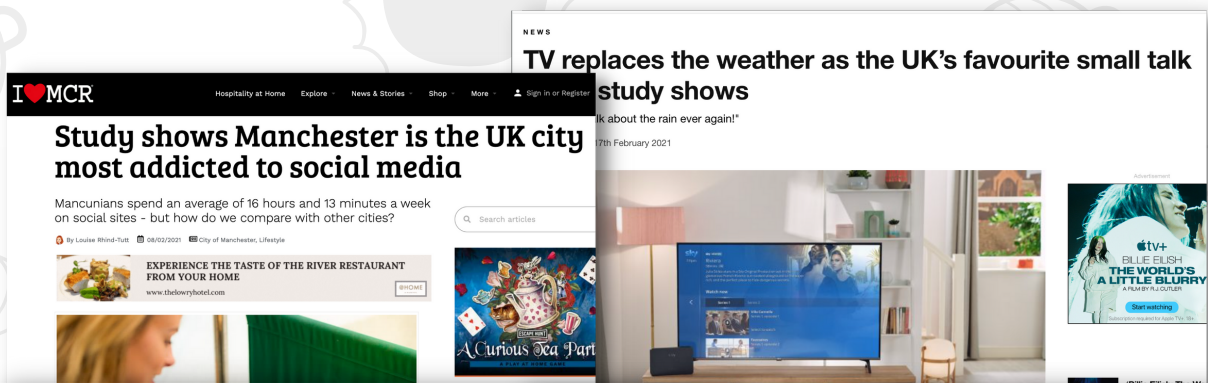
So how to plan and execute an effective digital PR campaign?

First things first you need a killing idea that will be of interest to the media. The best stories that can be seen in media all across the country are those inspired by **real-time news, upcoming events, news hijacking and data-led research.**

For example, if you're targeting a local publication, ensure that your story stays local to ensure coverage.

A great example of a clever PR story that secured excellent coverage across the UK and a number of local media backlinks featured an interactive *map of the most impressive festive lights by county*, put together by the car buying comparison site, Carwow. The story has been published in several international outlets including DailyMail and Country Living, which significantly contributed to greater brand awareness and higher SEO rankings.

Here are some other great examples to help you inspire your next viral digital PR campaign. For more inspiration, head over to [@DigitalPREx](#) account on Twitter.



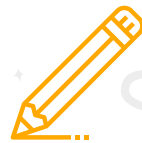
**Travel study reveals 'hidden gems' with n destinations for UK holidaymakers**  
Figures show new tourist traps emerging, with the most visited destination set to be Hu top spot

**This Is How Much You Save Through Virtual Dating**

**Top Takeouts: What are the most popular takeaway choices around the world?**

Not sure where to start your creative content planning? Seasoned Content Strategist, **Harriet McCulley**, has some tips for you.

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BRAND PROMOTION & PR

# CREATIVE CONTENT IDEATION TIPS AND TECHNIQUES



By **Harriet McCulley**  
*Content Strategist*

**Right let's get this straight, ideation is hard.**

Anyone who tells you differently is some sort of creative genius. But finding ideation difficult is completely normal and not something to worry about.

In this section, I share some of my tips for brainstorming and two of my favourite ideation techniques.

## IDEATION TIPS

For me, it's all about preparation. So how can you prepare yourself?

Something as simple as your environment can influence how your brainstorming goes. If you're not comfortable, watered and fed, you're going to get distracted, so start by getting yourself and your setting ready.



Cliche, but music is great for boosting productivity. In fact, a survey found that almost half of Brits felt less stressed with background melodies, and more than a third said their productivity improved.

Water! Water is so important when it comes to ideation. If your water levels are too low, brain cells struggle to function and can cause cognitive problems. Essentially, if you aren't hydrated, you can't think properly, let alone creatively.

Finally, pre-research gives you a great basis to start from. For a moment, think about ideation like taking a test, you wouldn't go into an exam without doing any revision, so why go into a brainstorm without any research?

## INSPIRATION

Something I find really useful is making a document and writing down a series of questions that you want to know the answers to. This can be as simple as defining a specific word.

Adding to this, find out what other people think. You've got your top-line idea, why not ask your friend for their thoughts. Their opinion could help develop your idea.

If you want some data behind your questions, **Google Trends** can help you find out what people all over the world are interested in and searching for.

Another way I tend to start brainstorming is to search for data. For certain subjects, a data-first strategy can help come up with relevant and researched ideas.

# CONTENT IDEATION TECHNIQUES

## MIND MAPPING

Perhaps the most well-known technique but somehow the most effective. To make the most of your mindmap find a subject that balances between broad and niche. Choosing a topic too broad, you face the ideas being overdone, but too niche may restrict people's interest.

Don't stop when you've run out of ideas initially. Take a break, sleep on it and come back to it. You may have more to add after a break from mind mapping.

## POST-IT NOTE

This technique works well for group sessions. Write as many ideas as you can down on post-it notes within a set time frame. Once the time is up, stick the post-it notes around the room and pick the strongest ones. These ideas are the ones you develop.

Break down some key questions for the developed ideas. For example, what is the news hook? How will we execute it?

## WHY NEWSJACKING IS CRUCIAL FOR SMALLER BRANDS, AND HOW YOU CAN GET GREAT PR COVERAGE WITH LITTLE EFFORT



By **Bethanie Dennis**  
*Head of Digital at [North](#)*

**When Google is looking for expertise, authority and trust, newsjacking ticks a lot of those boxes.**

It's an always-on digital PR tactic, spotting coverage opportunities by monitoring live news. Newsjacking places brands at the centre of conversations, and it leads to coverage and links by offering valuable commentary on a story.

Newsjacking needs to be done quickly for the best results. Smaller marketing teams might struggle to keep on top of something so reactive, but it's certainly worthwhile.

### **MONITOR THE NEWS CONSTANTLY**

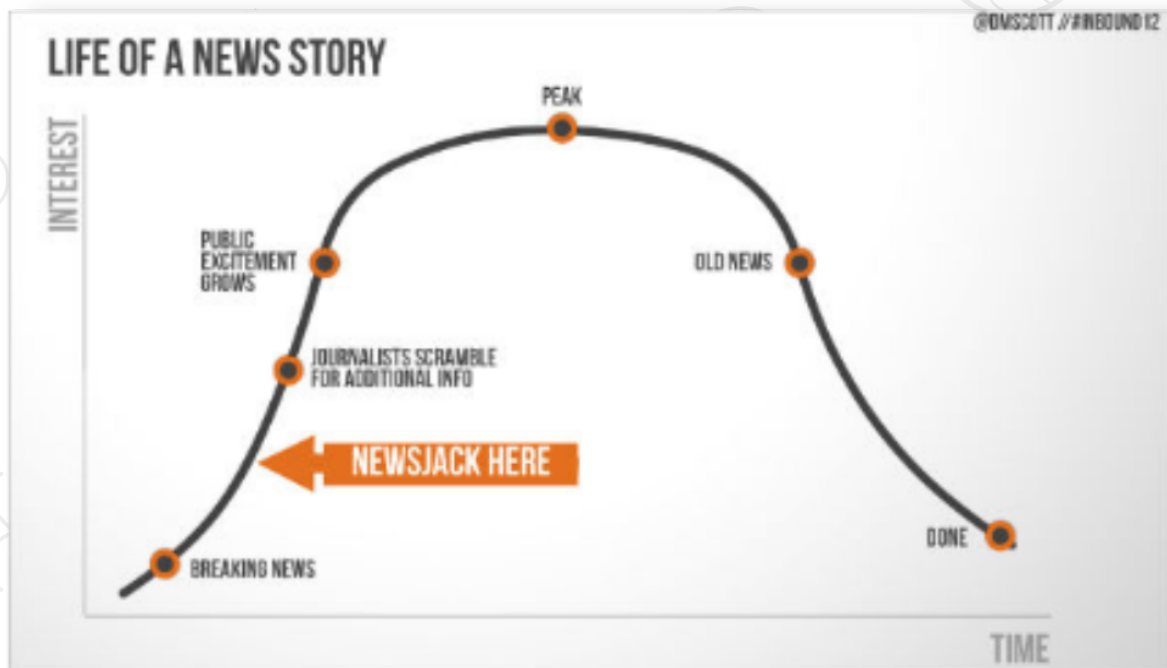
To be successful at this, you need to monitor the news daily, or in real time. If you really want to get ahead of the game, monitor on weekends as well. If you're working in a certain sector, monitor news relevant to your industry, or focus on specific publications.

Setting up Google news alerts for certain topics is super handy, especially if you're working in a really niche area.

The prime time for newsjacking is right after a story is breaking, before journalists are looking for extra information, viewpoints and opinions for their stories.

This is an average news cycle, but it can move a lot quicker during bigger stories — for example, Brexit or Covid-19. In these cases, you have mini news cycles around the same subject. Judging when a story has peaked is hard, and this is why it's so important to be quick.





Source: SourceBottle.com

## MONITOR NEWS IN THE RIGHT PLACES

There are a variety of news sources depending on your sector. I like to use the following:

- **Twitter Explore** for live trending stories
- **Reddit** is a great way to get into subjects that are popular but not necessarily newsworthy, e.g. TV shows that are popular, and what people are talking about outside of the news
- Niche publications and mainstream media
- If you're short on time, some sites like **LinkedIn** provide quick news roundup in the morning. Or sites like **Nuzzle** will give you a news round up at the end of the day

## HAVE SOMEONE ON HAND WHO CAN OFFER COMMENTS

If you are a smaller brand, this may be the founder, MD, or CEO. You need someone who is able to offer insight on a story or topic, rather than simply regurgitating a headline and passing it off as a quote. The key is to offer value specific to the industry, and how the story in question may affect it.

## CONTACT THE JOURNALISTS COVERING THE STORY

Using a few different free tools such as Twitter, Hunter.io, or paid tools like Vuelio, it's really easy and rather important to get the targeting right with newsjacking. Contacting someone who doesn't write about the topic can almost guarantee your email will be ignored.

Since being reactive with newsjacking campaigns can lead to astonishingly wide media coverage, data-led PR can give your brand a truly competitive edge. In this case, you're creating the story yourself, giving you a greater chance of being featured across various outlets – without having to wait for the relevant news hook to appear.

When designing a data-led PR campaign you should always have a decent amount of data available alongside the official press release.

Keeping your raw data on file can come in really handy, especially since journalists are always looking for reliable and trustworthy sources when covering a story.

Best practice in the PR industry is to have your data organised in a way that will allow the journalist to understand it at a glance, without the need for digging inside complicated and unorganised spreadsheets.

The next case study features **Harriet's McCulley** tips on how to visualise your data to keep it clean and relevant.





BRAND PROMOTION & PR

# DATA VISUALISATION: INSPIRATION, AUDIENCE AND FORMATS



By **Harriet McCulley**  
Content Strategist

**Data visualisation is essentially a representation of data or information in an easily interpreted format.**

This type of design is something that has picked up in recent years and is now used very frequently in digital PR, social media and reporting. So what are the different types of data visualisations and how can you use them?

In this section, I share some of the most popular types of data visualisations as well as tips on creating your own.

First, to get a better understanding of what good data visualisation looks like, I wanted to share some of my favourite designs, graphics and animations where data viz has been executed really well.

[U.S. Gun Deaths](#)  
[Language Map](#)  
['The Office' Dialogue](#)



## INSPIRATION

## AUDIENCE

When we think about the purpose of our visualisation, we need to consider three types of audiences.

## SECONDS

These are the type who want to get the information quickly and tend to have around 2 minutes maximum to digest it.

## SHORT READERS

Interested in more in-depth information and want to digest more than just the top level data.

## LONG READERS

People who like to take a detailed look at the information and tend to be researchers interested in the whole findings.

In order to tell a story through data that reaches all of these audiences, we should consider three key stages:

### BIG PICTURE

Create a piece that is easy to understand as a whole in seconds.

### ZOOM IN

Allow people to look deeper into the data by highlighting more detailed findings.

### DIVE DEEPER

Provide the whole or a lot more of the data for those who want to know more.

## POPULAR TYPES OF DATA VISUALISATIONS

There is a tone (and when I say tone, I really mean it), of data visualisations out there. But the thing about good data vis is choosing the right format for your data.

Here are 5 popular approaches to data visualisations.

- **Scatter plot graph** - A great visualisation to compare two or more things and a change over time. For example political voting data comparing parties.
- **Map** - These work really well for showing US state or UK city data. Also consider using a gradient to make it a heat map to emphasize the changes in the data.
- **Stacked bar chart** - This chart works well to compare salaries, percentages or big changes in large data sets.

- **Packed circle chart** - If your figures are drastically different this type of chart can be good for visualising how big a change is, or comparing big numbers that are harder to comprehend.
- **Box plot chart** - A great visual for anything money based, to show a difference from beginning to end, for example ROI on products or high and low end salaries in certain industries.

## FREE TOOLS AND REFERENCES YOU SHOULD USE

Here are some great tools and references to keep note of for future data visualisation projects:



**DATA VIZ PROJECT**



**INFORMATION IS BEAUTIFUL**



**THE PUDDING**



**INFOGRAM**



**FLOURISH**



**RAW GRAPHS**

Now that your data is nice and clean, it's time to find a story angle that will get the journalist hooked.

When it comes to media pitches as well as general email campaigns, their success mainly depends on a couple of factors – **a strong story and a catchy headline.**

On average, **8 out of 10 people will read headline copy**, but only **2 out of 10 will read the rest** – making your headline an important consideration.



**8 OUT OF 10 PEOPLE WILL READ  
HEADLINE COPY**



**2 OUT OF 10 WILL READ THE REST**

*In the section below, Harriet shares her top tips on how to find a headline that grabs attention.*



BRAND PROMOTION & PR

# FINDING THE HEADLINES AMONGST THE DATA



By **Harriet McCulley**  
*Content Strategist*

## So, you've found an interesting data set, but you need to find the news hook or headline?

Analysing data can be a fairly daunting task, so don't worry if it isn't immediately obvious, headlines can be hidden within the data. In this section I will share with you four of my top tips and tricks for pulling out those headline stats or hooks to add to your press release.

### PIVOT TABLES

Pivot tables are a brilliant tool to help you summarise data from a large or extensive table. You can pull several different types of data including sums, averages, mediums, counts and other statistics. I find pivot tables useful for **location specific headlines**, which can quickly give you stats and allow you to outreach to regional and state/city specific press.

For example, if you had a large data set showing pubs across the UK and their locations, you could use a pivot table to find out how many pubs there were in each location using a count and then rank the locations based on those with the most to least.



**How to:** Using Google Sheets, highlight the data, go to data, then pivot table. You can then use the drop down menus on the right hand side to choose which rows of data you want to analyse.



## CONDITIONAL FORMATTING

This tip is great if you're looking to find **the highest and lowest figures or percentages** in a large data set. For example, if you have some survey results and want to find the top locations based on which have the highest percentages, a conditional format can show you quickly which cities or states come at the top and bottom.



**How to:** In Google Sheets highlight the column or rows the data is in, click Format, then Conditional Formatting. Then go to the colour scale tab and click the default colours, you can then choose whichever scale works best for you, but I recommend the green to yellow to red scale as this highlights instantly where the highest and lowest percentages are.

## VLOOKUP

A VLOOKUP is a formula used to help you pull data across from one sheet to another. In digital PR, VLOOKUP's can help you to **quickly cross reference and allocate data**.

A few examples could be, matching a list of cities or locations with their regions, or matching a location with population figures. Rather than manually pulling this data across, a VLOOKUP will help you quickly format this data and allow you to go out with new angles and approach new journalists.



**How to:** In Google Sheets you want to use a formula that highlights; what you are looking for (the cell), where you want to look for it (the name of the tab) and what column it is in. It should look something like this once inputted correctly with the relevant cells etc: `=VLOOKUP(A1,'raw data'!$A$2:$D$89,3,false)`

## PERCENTS AND PERCENTAGE CHANGE

Percentages are regularly used in headlines in both national, tabloid and broadsheet newspapers. So knowing how to **pull out the percentages from your data set** could help land you more coverage.

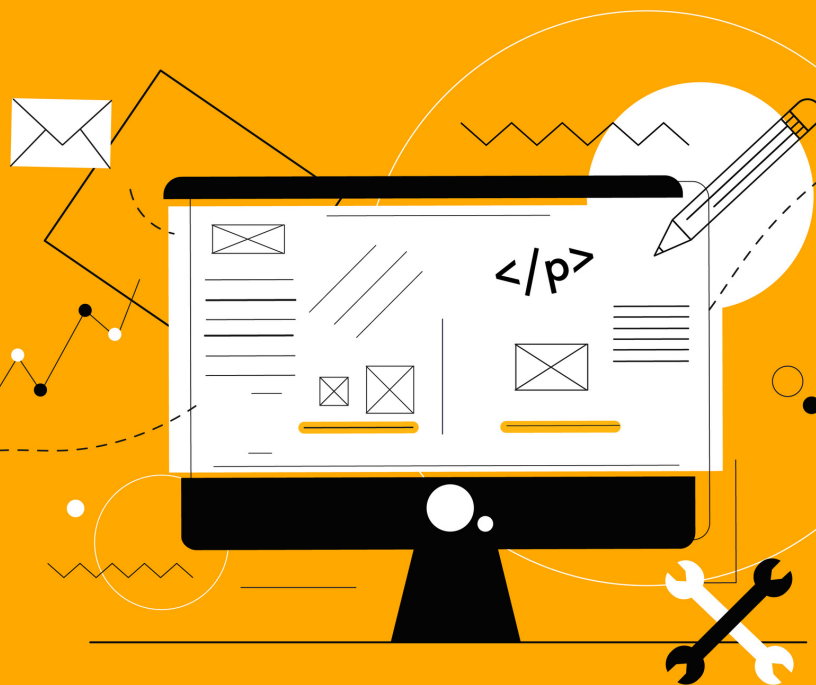
For example, if you've found a data set showing the original price vs the new price of something, a percentage calculation can give you the ROI or percentage change which gives you a strong headline to lead with.



**How to:** In Google Sheets, to find a percent use the following formula `=SUM(part/total)*100` and to find a percentage change use `=SUM(new value - old value)/old value*100`.

I hope these tips and tricks help you to find some strong, data-led headlines and gain you some kick-ass coverage!





## 03 WEBSITE & CONTENT

Your website is like a salesperson who works around the clock to generate sales – so how do you make sure that it stays competitive?

In this section, we'll focus on website optimisation and content trends that will boost your marketing efforts in 2021.

Let's start off with the ever-evolving discipline – SEO.

**Search Engine Optimisation (SEO)** has been a key competitive marketing practice for years.

The competition for claiming market share when it comes to organic ranking is fierce, but the potential gains are well worth playing the game.

In this section, we'll cover the SEO trends you should be aware of in 2021 to make sure that you stay ahead.



WEBSITE & CONTENT

# SEO TRENDS TO LOOK OUT FOR IN 2021



By **Sharon McFarlane**  
Managing Director at [Crystal Content](#)

**When it comes to attracting potential customers to your website, SEO is one of your greatest tools.**

Organic traffic is extremely valuable and while PPC ads can get your brand to the top of the page, this isn't always going to result in a conversion. According to Medium, **around 70-80% of users ignore paid results and focus exclusively on organic results.**



***70-80% of all searchers ignore paid ads and focus only on organic results.***

So, how do you use SEO to drive traffic and increase your ranking? Leverage these top SEO trends for 2021 and you should notice an improvement.

## **OPTIMISATION FOR VOICE SEARCH**

The concept of optimising content for voice search is by no means new, but it is something that you must consider in 2021. It has been predicted that **by 2022, 55% of households will own a smart speaker** like Amazon's Alexa or the Google Assistant.

Additionally, Google reports that 27% of the global population uses voice search on their smartphones.

To optimise for voice search, longtail keywords must be used. Phrases must sound natural and use modern language to appear on searches.

Those using their voice to search are much more likely to convert as they are at the consideration stage of the funnel.

## CORE WEB VITALS

We've all heard of E-A-T but how much do you know about the Core Web Vitals? Google announced back in May 2020 that it would use three new metrics to rank. These included **Loading**, **Interactivity** and **Visual Stability**. Essentially these refer to how quickly the page loads and how stable it is.

When Google is faced with two similar results to present a user with, they'll prioritise the page with the better metrics. As this factor rolls out in May 2021, we expect this to be a big trend going forward.

## USE OF LONG-FORM CONTENT

According to the State of Content Marketing Report from Semrush, **long-form content of more than 3,000 words can get 3x more traffic**. Additionally, they report that longer content will achieve 3.5x more backlinks and 4x more shares. For this reason, we believe that brands will be making a much more drastic effort to create long-form content going forward.

However, be warned that while long-form content is useful, it must also satisfy the users intent, otherwise, Google's BERT algorithm will pass it by. Maintain quality and break up content with H2s for mobile sites.

## FOCUS ON IMAGE OPTIMISATION

Google has been encouraging us to properly mark and optimise our images for quite some time now, but have you done this? It has been predicted that users will be able to use images to obtain information and purchase products and optimisation plays a huge role in this.

Images will need to have the right file name, be labelled, relevant and high-quality. Additionally, they must have the right alt tags and be added to the site map. Image SEO might not be top of your list but if you want to prepare your content for the future, 2021 is the time to fix this.

We have only scratched the surface on the top SEO trends for 2021. Don't let your competitors get ahead, optimise and get the results you need to succeed.



## WEBSITE & CONTENT

# HOW TO CONVERT VIEWERS TO CUSTOMERS?



By **Chris Wakeling**  
Creative Director at **Boomfly**

**When building your website, or working with a designer to create one, there are many factors that will decide if it will be successful or not.**

Surprise surprise, it's not just about how pretty it looks or the cool features it has. To ensure users (the people who click through to your website) have a pleasant experience when visiting, there are some absolute essentials your home page must have.

I'm going to create you a checklist that will help you ensure your website is converting users to customers.

## THE TOP FIVE THINGS EVERY WEBSITE SHOULD HAVE



**Fast loading**



**Easy navigation**



**Quality content**



**Strong CTA**



**Trust points**

### SPEED IS EVERYTHING

How frustrating is it waiting for a website to load? Even a few seconds can feel like years in internet time!

In fact, **most users won't stick around for more than three seconds before abandoning** therefore it's more important than ever that your website is fast, secure and professional.

Ensuring you use a trusted, safe, fast hosting provider is the first and fundamental step towards a quick site. Fast-loading websites are seen as reliable businesses and speed is essential for user experience. Also, Google knows when your website loads quickly and how long customers are waiting (or not!), so a fast website is an important factor for your SEO rankings.

### EASY TO USE NAVIGATION

Do not make things complicated. You may try and think outside the box when it comes to your website home page, but my advice is – put things where customers already expect to find them. **Don't try and be cool** – no one likes having to work to find what they want.

Keep it clear, concise and to the point. Ensure users can easily see where they want to go. Really make sure you have a clear customer journey from that first click to buying/booking with you.

### FRESH, QUALITY CONTENT

One of the main painpoints my clients come to me with is SEO. They want to know who they need to pay to get to number one on Google and my first place to start with them is content.

You want to rank highly? Then **create quality content that attracts the people you want to buy from you**. Ensure your website is on brand, connected to your social media accounts and you regularly add fresh content such as new blog posts or case studies.

### CALLS TO ACTION

Great, you have all the information on your home page about you - I'm interested - but now what do you want me to do? Where do I sign up? How do I book? Where can I buy your fantastic product? Make sure you have **obvious calls to action**. Signpost users to where you want them to go next. Each page should have at the very least, one call to action and the more eye-catching, the better for completing those sales.

### TRUST POINTS

Calls to action leads me nicely to my final point – show users they can trust you! Your website needs to have plenty of trust points for users so if you are asking them

to buy/book something, **place a review of that product/service next to the call to action.**

Proof points can come in various forms; customer reviews, media pieces you have been featured in, product videos and detailed case studies to name a few. Displaying these testimonials on your home page will prove to potential customers that other people have trusted you and been impressed by your offering. Customers are more likely to choose you based on a recommendation!

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*Having a perfectly polished website is even more critical when it comes to e-commerce. If you've been looking to move your business online for a while now, look no further – our next expert, Steve Lee, has you covered.*



## WEBSITE & CONTENT

# THINKING ABOUT SELLING ONLINE? HERE ARE TOP THINGS TO CONSIDER



By **Steve Lee**

Managing Director at [Tomorrow Design](#)

**With face-to-face retail becoming a distant memory due to the coronavirus pandemic, more and more businesses are making the move online to keep the tills turning over.**

In 2020, **online spending in the UK grew by over 30%**, and while that level of growth may not continue when shops can start to open their doors again, an e-commerce strategy is a necessity for every retailer.

From pre-packaged websites to custom-built applications, there is a myriad of options available to get you started with e-commerce and it can be a daunting



prospect at first. Here we look at a few top things to consider as you take the first steps to sell online.

## WHO ARE YOU SELLING TO? CREATE A STRATEGY

Whether it's cupcakes, coaching or creative services, the first step is to understand what you are selling and who is going to buy it.

Like any good marketing strategy, you need to research your potential customers to make sure you engage with them online. Build your **buyer persona** by thinking about an ideal customer and asking key questions like; where do they shop, do they buy from competitors, what influences their buying decisions, what social platforms do they use?

You can find a great online tool for this at [xtensio.com](https://xtensio.com) to help you paint a picture of your ideal customer. It's a critical first step in the process.

## BUILDING YOUR ONLINE STORE

Once you know your customer, you'll want to use that information to design and build your online store. There are a ton of options available to you, from Shopify to Woocommerce, and Facebook Marketplace to a custom built e-commerce application, so you'll need to choose your platform.

Most of the pre-packaged website builders have a similar feature set, they offer monthly contracts and templates to get you started quickly and this will be the favoured route for most small start-ups. A few of the builders offer free trials, so the advice here is to take advantage of this and test out how you will use the back end and choose the one you are most comfortable with. Consider the templates you can choose, how easy it is to manage the products in the store, and most importantly how you get paid!

The self-starter platforms do have their limitations though, so for more complex stores, increased flexibility and the ability to really create a store that will engage your target user, you should look at partnering with a website design agency to create your store in platforms like Woocommerce or a custom-built application. You'll need to invest a bit more, to begin with but you'll benefit from their experience and the knowledge you're building a solid foundation for long-term gain.

## SEARCH ENGINE OPTIMISATION

One area that many e-commerce stores overlook is Search Engine Optimisation. A solid SEO strategy will make sure your target customers know who you are, and where to find you.



Product descriptions are key when making sure your store appears in online searches and in giving the user helping hand in the buying process.

Take time to create unique descriptions of your products that speak to your target user, don't use descriptions copy and pasted straight from the manufacturer's website. Apart from the obvious issue of Google penalising duplicate content, you want to use language to describe the product in a way that speaks to, you've guessed it, your target customer.

## **BUILD A SMOOTH CHECKOUT PROCESS**

Cart abandonment is one of the biggest frustrations of any e-commerce store manager. The user is so close to purchasing but something has stopped them in their tracks, maybe they got stuck entering card details, the checkout process was too difficult to understand, or they got distracted and left the site.

**It's important to continually test the buying process in your store and find out where possible problems lie and fix them.** Hotjar is a great tool for analysing user behaviour in your store and allowing users to leave feedback in problem areas. You should also consider a cart-abandonment strategy that could include automated emails to users with the contents of their cart, or pop-up reminders of what they have in their cart at key moments in the buying process to help maximise revenue.

Whatever way you choose to start selling online, having a firm strategy in place will be key in delivering the online revenue that will help your business grow in the months and years to come. We're pretty certain that this pandemic won't last forever, but what is for sure is that the shift to buying online will only continue to grow. So, if you aren't thinking about selling online, you should be.

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*Now that you have a great understanding of how to design a well-performing website, we should focus on giving it a 'human face'.*

*Storytelling is one of the most creative techniques that will help you to strike an emotional connection with your prospects. It works like a charm for both B2B and B2C markets, regardless of what industry you are in.*

*Sandra Kaminska-Paciorek, Marketing Manager at the creative animation studio, Nibble Video, shared her experience of how to engage your audience with creative storytelling.*



## WEBSITE & CONTENT

# WHY YOU SHOULD START TELLING STORIES



By **Sandra Kaminska-Paciorek**  
Marketing Manager at [Nibble Video](#)

**You might have heard this already, but storytelling is an art.**

Storytelling has become a crucial component of creative marketing campaigns and it lies directly at the heart of inbound marketing – the most effective method of lead generation.

At Nibble we believe that every brand has a story to tell. Whether it's a founding story, a company mission or a statement, skillfully executed storytelling can give your brand a competitive edge.

**To create a compelling story, you need the following components:**

- Characters
- Setting
- Plot
- Conflict
- Resolution

As per any other story you may have read in your childhood, a main character needs to have a challenge which they eventually overcome – and live happily ever after. When it comes to business storytelling, you can translate this to the following format: **you have an ideal client that has a business challenge which can be solved with your product or service.**

Some great examples of successful brand stories include [Compare the Market](#), [Old Spice](#) and [Warby Parker](#).

While the storytelling idea might seem pretty straightforward, most companies still focus their marketing efforts on promoting themselves, simply forgetting about the challenges the customer is facing. While this might work towards the bottom of the funnel, a well crafted story that resonates with your customer's needs is likely to accelerate consideration for your product, which leads to higher demand and more conversions.

*Now that you know how to tell effective stories, it's time to make them more memorable.*

*Dan Weaver, the co-founder and Creative Director of an award-winning animation studio, Fudge Animation, shares his opinion about how producing an animation can impact your bottom line.*



WEBSITE & CONTENT

# HOW TO INCORPORATE ANIMATION INTO BUSINESS STORYTELLING



By **Dan Weaver**

Creative Director at [Fudge Animation Studios](#)

**Storytelling is integral not only to making animated business videos, but also to Fudge's whole philosophy. Spinning yarns is kinda what we do.**

We know it's the best way to get noticed, connect to your audience and get stuck in their heads. Although it's a bigger challenge for some companies in less imaginative sectors to rustle one up, we've been getting companies from all sorts of places on the storytelling bandwagon and honestly believe we can help anyone to pull it off.

# THE BENEFITS OF STORYTELLING



***Evokes emotions similar to real-life experiences***



***Aids our ability to retain information***



***Produces emotions that affect decision making***

*“But coming up with a good story is hard! Why do I have to bother with it? Why can’t I just make a great video showing off why I’m the best?”*

First off – chill, that’s why we’re here. Like a pack of hounds, our creative team can sniff out a story from miles away. We’ll help you work out where your rich experiences come from, and how to turn them into something engaging.

It’s rarely as simple as just showing off. Unless a customer is right at the point of sale and looking for what you’re selling specifically, they’re gonna need more than a braggy advert.

## THE SCIENCE BIT

Anthropologists tell us that storytelling is central and universal to human experience; it’s common to every known culture. It involves a symbiotic exchange between teller and listener – an exchange we learn to negotiate in infancy.

When reading plain data, only the language parts of our brains work to decode the meaning. But when we read a story, not only do the language parts of our brains light up, but any other part of the brain that we would use if we were actually experiencing what we’re reading about becomes activated as well!

**It’s far easier for us to remember a story than the cold hard facts.** This is due to the fact that the brain makes little distinction between an experience we are reading about and one that is actually happening.

Even if your product or your business value proposition knocks the ruddy socks off everyone you tell, it’s not likely to be something they randomly recall on their commute, or in the shower or wherever. It’ll be the relatable, human story that you told that went along with it.

Functional MRI neuro-imagery shows that when evaluating brands, products or services, consumers primarily rely on emotions (personal feelings and experiences) rather than information (brand attributes, features and facts) to make their decisions.

Here's a little case study for you.

## NHS CASE STUDY

The NHS came to us with an impossible request: getting their staff to care about information governance messaging.

Guy's and St Thomas' approached Fudge Animation with the task of taking the important IG message and engaging viewers to the extent that it transformed their attitudes and behaviours. The team needed a story that was memorable, relatable and would encourage users to share their newfound knowledge and passion for IG with their colleagues.

### FUDGE'S SOLUTION: SLIDING WARDS

We created a humorous animated film based loosely on Peter Howitt's 1998 romantic comedy Sliding Doors. In their version, Sliding Wards, the film alternates between two parallel universes, based on the two paths that the life of Arnold, the central character, could take depending on whether he demonstrated good or bad examples of IG compliance.



## 6 TIPS TO TAKE YOUR STORYTELLING TO THE NEXT LEVEL

We sat down with our creative team and we asked them about how businesses can level up their storytelling game. Here's what tumbled out of their head:



## MOST IMPORTANT – KNOW YOUR AUDIENCE

Develop a true understanding of your audience. Go deeper than a one-page 'buyer persona'. Talk to your customers and straight up ask them: *Why did you buy from us? What drove you to start searching for a solution? How did you find our brand? Why do you care? What's in it for you?*

Once you understand your audience, only then you will be able to create material that speaks to them.

## IDENTIFY EMOTIONAL DRIVER

Through your conversations, identify the emotional drivers that your buyers experience. This kind of emotional analysis will help determine what your customers truly care about. And then you can figure out how to tap into that passion.

## PRIORITISE AUTHENTICITY AND CREDIBILITY

Wherever possible you want to display authenticity with your video content. Highlight stories from real employees, real customers and other industry peeps you're mates with. Don't shy away from using real names, settings and positive outcomes. The more relatable your story is, the more your audience will respond.

## SHOW IT, DON'T TELL IT

This is simple for a very basic psychological reason... We are more inclined to believe what we see – not what we hear.

Keep your story concise, to the point and pacy. When writing scripts, if there's anything in the script that doesn't drive the story forward, then it shouldn't be included. Get rid of filler and fluff.

## IMPORTANCE OF MUSIC

Music is a much stronger way of connecting emotionally with the audience than words. It can be incredible, how different a video FEELS when the music is changed. You have the opportunity to use music to stir up stronger emotions.

Working with a good composer to write a custom track for your piece is a great way to do this. Don't have a personal Beethoven laying around? There's a huge amount of high quality stock music on the internet. Give Bed Tracks, Incompetech, or Moby Gratis (yes, that Moby) a try!

## ENCOURAGE USER GENERATED CONTENT

This one's tough! But get your audience involved somehow. *Host a competition. Manage a hashtag. Spark debates and discussions around your content on social media.* This most appropriately applies to both the entertainment and advertising industries. People want to be immersed. They want to get involved and they want to carve out a role for themselves in the content that they consume.





## 04 SOCIAL MEDIA & ADVERTISING

Now that you have a decent website, it's time to explore the most dynamic part of every marketer's job – social media and advertising that could help to monetise your marketing efforts.

We'll start this section with affiliate marketing, written by Hope Walker of Silverbean – the leading affiliate marketing agency from Newcastle.



SOCIAL MEDIA & ADVERTISING

# INTRODUCTION AND IMPLEMENTATION OF AFFILIATE MARKETING



By **Hope Walker**

Senior Affiliate Marketing Manager at **Silverbean**

## WHAT IS AFFILIATE MARKETING?

The affiliate marketing channel is purely performance-based. Through the channel, affiliate partners are rewarded for any traffic or conversion that they drive with their own marketing efforts. In fact, reward parameters are completely dictated by the brand. Managed successfully, it can be a core element of a successful digital marketing strategy.

At its core, **the affiliate channel is a means of managing partnerships**. An effective affiliate programme can deliver the results a brand is hoping to achieve through working with these valued partners. Building partnerships with influencers, raising brand awareness in new territories or boosting sales by providing limited discounts to a select network are just some of the possibilities available through an affiliate programme.



**85% of online shoppers check Google for information before making a purchase.**

Affiliate marketing has long been associated with cashback schemes, voucher codes and discounts, leaving many brands reluctant to engage with the channel. But in the age of social media, blogging and influencers, we're seeing many high-profile brands investing in - and reaping the benefits of - affiliate marketing programmes.

## A GROWING SECTOR

Spending in the affiliate sector has grown by 10.1% yearly and, according to a 2020 AWIN report, is set to hit \$12bn a year.

Search interest in “affiliate marketing” is up over 200% since 2015, and 85% of online shoppers check Google for information before making a purchase. Content partners are a key strategy to leverage through the channel, and content marketing costs were gauged to be 62% of traditional marketing schemes, while generating three times the leads of traditional methods.

A report by Authority Hacker revealed that **affiliate marketing programmes now generate 15%-30% of all sales for advertisers** and brands see **an average of 23% of their revenues coming from affiliate marketing**. A strong affiliate programme will also help bring products to mobile users, with 50% of traffic referred by affiliates coming from mobile devices.

## WHY AFFILIATE MARKETING?

A strategically-managed affiliate programme can **grow brand awareness, enable content generation and support SEO optimisation** - as well as being a sustainable source of ROI. It's a proven sales tool.

With the flexibility offered by networks, brands can tailor each programme to meet specific goals, with tiered commission structures based around actions such as new customer

acquisition, the sale of specific products, and the type of purchase method.

Brands can't take a scattergun approach to their affiliate channel. The channel loses value if the product isn't relevant to an affiliate and their audience.

Brands that build strong relationships with partners in relevant spheres will see a rich mix of affiliates, meaning they will never be reliant on one publisher or partner. Managed and monitored proactively, an **affiliate marketing programme allows brands to benefit from a new revenue stream and build relationships with key influencers**.

It's important to have clear targets and a commission system in place before affiliate partner outreach begins, whether a brand's primary target is increasing sales, growing brand awareness or driving traffic.

This means that effective affiliate partners will be rewarded for their efforts and encouraged to engage further, and the brand will benefit in kind.

For many brands, choosing to partner with an agency to develop an affiliate marketing programme allows them to benefit from the agency's considerable expertise and existing relationships with influencers, businesses and other partners.

*Affiliate marketing is an excellent way to boost sales, which is especially recommended for e-commerce clients. When combined with the right advertising, it can significantly impact your sales results.*

*In this section, Sarah Williams, the Associate Director of the paid media agency, Ortus, puts a spotlight on the most effective ad formats to help your campaign succeed.*



**SOCIAL MEDIA & ADVERTISING**

# CHOOSING THE RIGHT CREATIVE AD FORMATS



By **Sarah Williams**

Associate Director at [Ortus](#)

**The last few years have given digital marketers a lot to contend with when it comes to making use of the Ad Types Google has to offer.**

There's been an increasing trend towards mobile-first, and a shift from full control and transparency to automation, AI and multi-channel creatives.

Google hasn't been hiding this from us, either. The Google Ads account setup process leads users towards Smart Campaigns as Google tries to make Ads more accessible. This means that people without digital marketing know-how can still run ads, but this often comes at the detriment of visibility, customisation and control.

Setting up new campaigns takes you down a rabbit-hole of campaign types, with various points where you can opt between automation and control. The good-old-days of pick your keyword, set your bid, and write an ad are gone. It's more important than ever to know that we're choosing the right ad formats for our businesses to succeed.



## RESPONSIVE SEARCH ADS

### BENEFITS

- Create flexible text ads that adapt to different devices, show for more searches, auction-level creative is used to show the best ad variant possible.
- Input up to 15 Headlines and 4 Descriptions, and pin the ones you want to always show.
- Google's 'Ad Strength' can help identify your 'strongest' creative assets.
- Stronger performance than ETAs:
  - 68% of over 40 accounts analysed had higher CTR from RSAs.
  - 75% of accounts saw lower CPCs from RSAs, saving an average £0.29.

### DRAWBACKS

- Room for human error. Without pinning the right assets, ads may lose relevance or not make sense in context.
- Only 3x ads per Ad Group. If ad messaging changes frequently, for sales or promotions, older ads need to be removed to make way for new ones.

### WHAT ORTUS SAYS

Based on performance alone, all accounts should be running RSAs alongside their ETAs. We expect RSAs will be even more prevalent this year, with Google pushing this format as a default text ad type over ETAs.



## SMART SHOPPING CAMPAIGNS

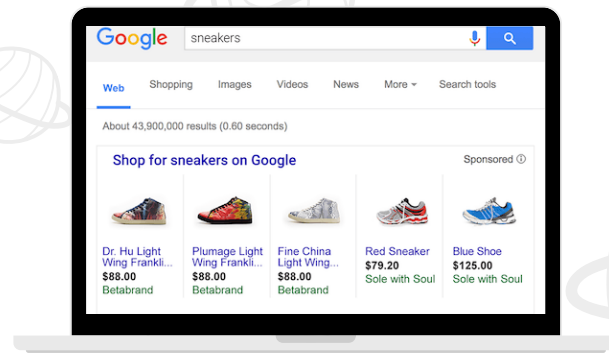
### BENEFITS

- Simplify shopping campaign management, expand reach, combine shopping and display ad formats.
- Minimises optimisation, with no need for tweaking targeting or CPC bids.
- Great for small product inventories, with consistent performance targets.
- Recently, the ability to define ROAS targets in Smart Shopping has improved campaign performance.
- Stronger performance than Standard Shopping. Analysis of 25 ecommerce accounts found that:

### DRAWBACKS

- Potentially unsustainable for accounts with low budgets or few conversions.
- Limited visibility or customisation options within the campaign:
  - No product filters at campaign-level.
  - No SQRs or negative keywords.
  - No specific audience targeting, setting max. CPCs or bid adjustments.

- Over 56% of accounts had lower CPCs through Smart, saving £0.04 CPC.
- 66% saw a higher conversion rate, an average 42% improvement vs Standard.
- 66% had higher ROAS, an average 16% improvement vs Standard.



## WHAT ORTUS SAYS

It's easy to see why you'd tread carefully with Smart Shopping. A lot of valuable data and customisability is lost in the ether of Google's AI black-box, but what's lost is made up for in performance.

Recent improvements to Smart Shopping have been of further benefit to performance, and to our ability as marketers to be more comfortable with rolling out Smart Shopping. The most important thing is continuous monitoring and optimisation.

## LOOKING AHEAD TO 2021

We expect to see Google's push towards automation and ease-of-use grow even more this year.

Already, with Smart Campaigns being default for new accounts, and RSAs the default ad type, we're seeing less control for advertisers and more reliance on automation. Cross-network ad formats, like Local Campaigns and Discovery Campaigns, employ black box automation, and we anticipate this continuing with the release of future campaign types.

The key to success will be testing. Continually trialling suitable new product releases and weighing up performance will allow marketers to stay on top of the right ads to use.

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*One of the biggest social media formats that continues to evolve are homemade, short videos. Popular social media platforms such as TikTok or Instagram are booming because of this user-generated content.*

*Business and Marketing Consultant Ange Cassidy gives us the lowdown on Instagram's latest feature and why you need to be including them in your 2021 social media strategy.*





SOCIAL MEDIA & ADVERTISING

# WHY ARE REELS GETTING ALL THE REACH?



By **Ange Cassidy**

*Business and Marketing Consultant at [Angela Cassidy](#)*

**If you sighed at the thought of having to learn yet another feature to market your business when you heard about Reels, you're not the only one.**

I'm usually the first to tell you to hang fire and concentrate on the marketing tools you enjoy for now but when it comes to Reels, you need to get on board.

**Instagram Reels is a new way to create fun, engaging videos recorded within the platform as 15 to 30-second clips.** It's basically their version of Tik Tok. You can record, edit, add music, text and stickers easily within the new feature.

With the latest Instagram update, Reels has taken centre stage and is now at the forefront of the app and explore feed. While the algorithm hasn't been locked in quite yet, it's influenced by the content you may like based on who you follow and interact with. You have a good opportunity to be found by a whole new audience via the Reels tab and thanks to their home page feed placement and own Reels tab, they aren't going anywhere fast.

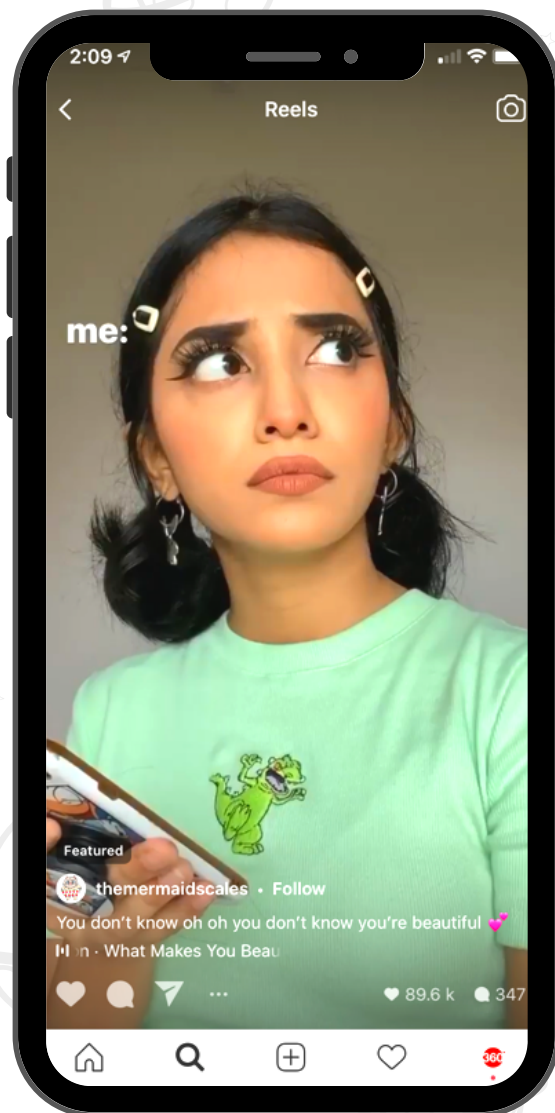
In the way that IGTV has found its place as a series-style of video content, Reels is filling the gap for quality content that lasts longer than the 24 hours of Stories. It's a much more dynamic, informal way to showcase your style that can still be posted on your grid as well as downloaded and shared to other platforms.

If you are yet to embrace Reels, add it to your marketing strategy right now.

It's been here for 6 months already and I promise you, they are only going to become more important for your social strategy. As Reels also appear in the explore feed, they allow people who don't follow you to see your content. Reaching new audiences with each new post, will help boost your community and increase your reach.

Many companies have become **successful on Tik Tok because it allowed them the opportunity to show their human side.** To put out content that felt more natural, genuine and showed the 'other' side of their brand. Use those Tik Tok videos for inspiration to create your own versions and start playing with Reels.

My top tip for getting started is to use footage already in your media library. I'm sure you'll have some clips of products or events you haven't posted online or can now post in a different way. If you're struggling for ideas, start by posting those videos as Reels and see what works.



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*As opposed to paid social media, one of the most effective ways to promote your brand online is to establish your own personal brand.*

**10X** ON AVERAGE, EMPLOYEES HAVE 10 TIMES MORE FOLLOWERS THAN THEIR COMPANY'S SOCIAL MEDIA ACCOUNTS.

*Content shared by employees receives eight times more engagement than content shared by brand channels. Sandra Kaminska-Paciorek explores the benefits of having a strong personal brand below.*

# THE IMPORTANCE OF HAVING A STRONG PERSONAL BRAND IN 2021



By **Sandra Kaminska-Paciorek**  
Marketing Manager at [Nibble Video](#)

## People buy from people, not brands.

Having an established, strong personal brand can really accelerate your business growth as you'll be able to attract new clients and hires by leveraging the power of **social selling**.

Social selling – the process of finding and engaging with prospects (and customers) – has now moved into the digital space, and businesses must follow. Often described as a software sales approach, social selling is focused on building long-lasting relationships as opposed to the traditional sales process that mainly aims for short-term sales results. The social selling process is much more effective if executed by a professional with an established online presence.

Social selling primarily happens on social media platforms, such as LinkedIn. If you are an active LinkedIn user, you might be already aware of LinkedIn Social Selling Index (SSI Score), which indicates how effective you are at establishing your professional brand, finding the right people, engaging with insights and building relationships. You can check your [SSI for free here](#).

According to LinkedIn, **highly active LinkedIn users gain 45% more sales opportunities, are 51% more likely to hit their quotas and are 80% more productive.**

And how exactly can you achieve this?

Well, first things first, you should **get into the habit of being more proactive with sharing stuff online.**

Whether it's a successful case study, key takeaways drawn from a business campaign you've been running or some loose thoughts.

Short blog articles, LinkedIn posts, Clubhouse discussions or regular tweets can be a great way to build your credibility online. In fact, your potential customers are likely to follow and engage with individuals online rather than brands, which explains relatively low engagement rates on business profiles.

In a world where businesses are fighting for audience attention, a well-crafted personal brand can more naturally attract ideal prospects and build strong relationships.

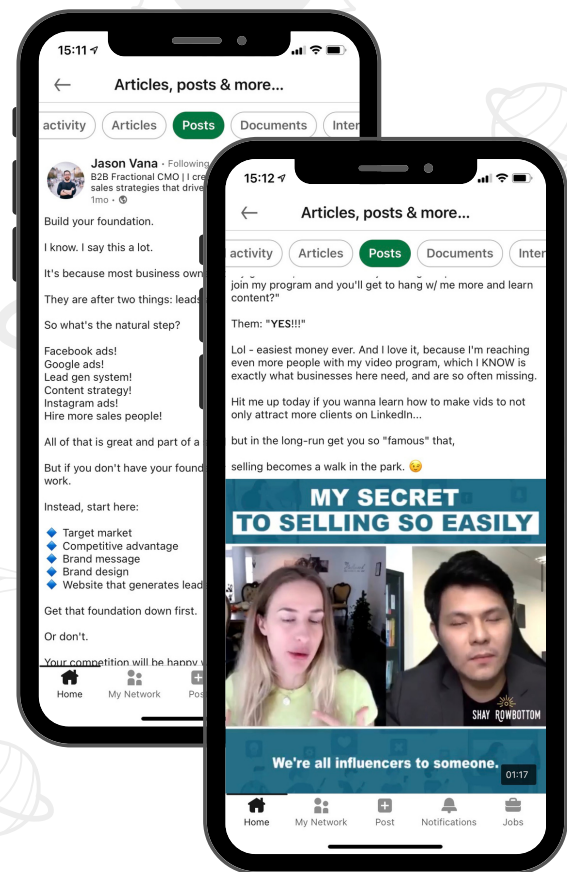
In 2021, social selling is predicted to hold more weight than ever, especially in B2B organisations. The B2B Buyer Behaviour Study by DemandGen found that **73% of potential buyers have extended the total time they spend on researching the product and provider following the pandemic,** which effectively resulted in a longer sales cycle.

Do you see it? Market-leading experts aren't afraid to share their successes, failures and results.

They are transparent and trustworthy, giving their prospective clients a real insight into their day-to-day operations – are you ready to become one of those people?

Giving your prospects all the information they need before they even make an initial inquiry will significantly accelerate the sales process.

The best performing content includes graphs, bite-sized chunks of case studies and the results delivered. Here are my favourite examples from Jason Vana (CMO) and Shay Rowbottom (LinkedIn Video Coach).





SOCIAL MEDIA & ADVERTISING

# HOW OLD-FASHIONED MARKETING TACTICS CAN BOOST YOUR PERSONAL BRAND



By **Yolanda Drewell**

CEO Fabulista at [\*Come Be Fabulous\*](#)

**Yes, online marketing is important. It's an incredible resource to share our content and message, and yes to get sales, but in the frenzy to build relationships through our computer, we often forget that 'old fashioned' tactics can be even more powerful.**

For me, at the heart of personal branding are two ideas – one is how you make people feel, and the other is how memorable you are. So, in a nutshell, make people feel great and don't be boring!

Both of these goals can be boosted with off-line activities that are fun as well as personal brand 'boosting'. Here are a few ideas:

## **PICK UP THE PHONE**

Remember that funny little device that you speak into? Sooo underutilised in our digital world but there is nothing like a chat - either video or simply audio. Try to alternate text and phone contact with your peeps – you'll make a great impact and you'll feel revitalised with having actually had a conversation with someone who isn't your child or partner.



## HANDWRITTEN POSTCARDS

Everyone loves receiving post. Postcards are a great tool for making an impact. Get some printed at strategic times throughout the year (Eg, Valentine's Day, Christmas and Springtime), take some fabulous photographs in suitable outfits, and get a small batch printed with Vistaprint. Finish up with some strategic content and a call-to-action, and your postcard will have done the work of 100 online posts.

## THANK YOU LETTERS

A thank you letter is so rare these days, yet it's one of the easiest ways to really cement a relationship. There are so many things you can thank someone for, and if it's posted, so much more potent.

Always, yes always, thank people for collaborations, promotions, shout-outs etc.

And the process of asking someone for an address is another reason to contact someone – another touchpoint to make you stand out in their world.

thank  
you 

## BIRTHDAY CARDS

Everyone in the world wants to feel special on their birthday. Send a gif in an email, or create a snazzy birthday greeting on Canva (You can design your cards once a year so that every year you have a different version), press send and voila.

## USE THEIR NAME A LOT

Your name is the sweetest word in the dictionary. Make a point to remember someone's name and use it a lot in all your communication. It's a small effort but it makes you stand out in a crowd of people who's only attempt to remember names is the merge function on Mailchimp.

## SHARING IS CARING

Sharing is one step from 'adding value'. Everyone is adding value these days, but not everyone shares. Sharing is 'adding value' with no expectation of anything so it usually happens on a human level, separate to business. It can be quite random.

Example, if you made chocolate brownies from a fabulous sugar-free chocolate brownie recipe, take a fun photo of you eating it, and drop it in a message to someone. Or do a quick video on Bonjoro. This becomes a pattern interrupt for your prospect and will make you and your brand 'sticky' in their mind's eye.





## YAY – YOU'VE MADE IT!

Thank you very much for reading this ebook.

On behalf of all authors, I'd like to personally thank you for trusting our expertise. We'd be more than happy to answer any follow up questions you might have – so please feel free to connect with us via the contact details available at the end of this book.

*Happy selling!*

### ABOUT NIBBLE VIDEO

Nibble Video is a UK-based creative animation studio specialising in bespoke production of engaging video explainers and commercial animations. We work with ambitious, creative marketers helping them to translate complex business communications into sharable, engaging content that converts. Find out more about what we do on [nibblevideo.com](http://nibblevideo.com).

# MEET OUR AMAZING CONTRIBUTORS

Do you have any questions about the topics covered? Feel free to reach out directly to our contributors using the details below.

## SILVERBEAN

Silverbean is a leading global affiliate and partner marketing agency. The agency delivers bespoke, high performance strategies across over 20 countries for enterprise and specialist brands and employs over 40 affiliate marketing experts.

📍 Newcastle upon Tyne  
🌐 [www.silverbean.com](http://www.silverbean.com)

## CRYSTAL CONTENT

Crystal Content provides powerful targeted content that can drive traffic and leads through your website. We offer a wide range of services including content marketing, social media and SEO.

📍 Glasgow  
🌐 [www.crystalcontent.co.uk](http://www.crystalcontent.co.uk)

## ORTUS

Ortus is a boutique biddable agency specialising in performance growth through paid search, social & display for eCommerce brands. We're experts across all of the major paid platforms.

📍 Newcastle upon Tyne  
🌐 [www.weareortus.com](http://www.weareortus.com)

## BOOMFLY

A creative design agency bringing life to brands. We create incredible brands, websites and marketing services for businesses who want to be more. We're the support act right by your side, hyping you up all the way.

📍 Weston-super-Mare  
🌐 [www.boomfly.co.uk](http://www.boomfly.co.uk)

## FUDGE ANIMATION

Fudge Animation Studios are a full service agency who astonish, inspire and motivate target audiences with exceptional character animation. We craft bespoke animated films directly for some of the world's largest brands.

📍 Sandhurst  
🌐 [www.fudgeanimation.com](http://www.fudgeanimation.com)

## NORTH

A Digital PR-led search team generating the backlinks brands need to supercharge their performance. We combine our creative digital PR with some of the best SEO technical minds in the UK.

📍 Newcastle upon Tyne  
🌐 [www.wearenorth.uk](http://www.wearenorth.uk)

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## YOLANDA DREWELL

If you want to create a successful business, you need to be able to stand up and stand out in the hearts and minds of your customer – and Yolanda Drewell can certainly help you with that!

📍 South Hams  
🌐 [www.comebefabulous.com](http://www.comebefabulous.com)

## STEER MARKETING

At 'Steer Marketing' 'We steer the ship' making it a priority to manage and direct our clients by 'hoisting the sales' through stormy seasons. With a proven track record we specialize in all marketing consulting and management services.

📍 Australia

🌐 [www.stuurmanconsulting.wordpress.com](http://www.stuurmanconsulting.wordpress.com)

## TOMORROW DESIGN

We are a creative digital agency in Glasgow, Scotland. We help businesses embrace digital marketing to become Businesses of Tomorrow. We specialise in website & digital design, brand development & video production.

📍 Glasgow

🌐 [www.tomorrowdesign.uk](http://www.tomorrowdesign.uk)

## ANGELA CASSIDY

As I'm commercially-minded as well as creative, I work with businesses to look at their marketing from an overall perspective; helping to establish strategies, implement services and deliver results.

📍 Bristol

🌐 [www.angelacassidy.com](http://www.angelacassidy.com)

## NIBBLE VIDEO

Nibble Video is a Berkshire based animated video production studio specialising in the production of explainer videos, social media animations, onboarding & training videos and much more.

📍 Sandhurst

🌐 [www.nibblevideo.com](http://www.nibblevideo.com)



**Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day.**

Beth Comstock