



PITANGODIGITAL
GROWTH MARKETING

Back to Basics

5 Simple Principals to Leverage Your Digital Marketing!





About

PITANGO DIGITAL

Hi! We are a data-driven digital marketing agency for B2B companies and Startups. We combine creativity with technology and automation to boost your company's digital performance. We learn and investigate each customer market & unique KPI's and create a custom actionable B2B digital marketing plan.

Our target is to create long-term relationships with our customers while providing great value and sustainable growth. Hope you will find this e-book useful.

For more information visit our [website](#)

1. DEFINE YOUR IDEAL CUSTOMER PROFILE (ICP)

Before you start advertising, know your target audience by specifying your ideal customer profile. This way, you will be able to produce content (articles, images, videos, etc.) that addresses that exact customer, in his language and in a way that speaks to him the most.

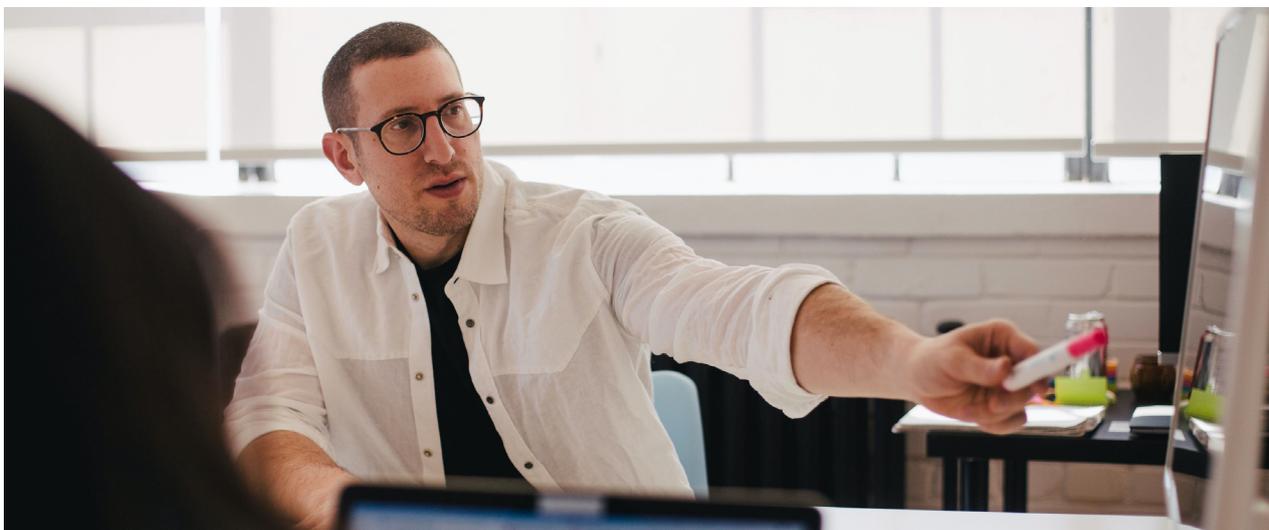
In addition, defining our target audience will help you focus your digital marketing campaigns and activities.

HOW TO DEFINE THE IDEAL CUSTOMER?

A basic frame you can use in B2B marketing consists of the following:

- Industry
- Budget
- Num. of employees
- Location
- Num. of Customers
- Annual Revenue
- Company age
- The main problem you solve with your solution
- Specific Job Titles

The better we know our target audience, the more our advertising will appeal to them in the various media, attracting them to take an interest in and purchase our product / service.



2. PLAN & IMPROVE YOUR DIGITAL CUSTOMER JOURNEY

From the moment your target audience notices you in the various media until it becomes your customer and afterwards, it goes through a journey. Throughout this journey the customer is being exposed to the content and services/products your offer.

At each stage, the customer decides whether to act and move forward in the marketing funnel.

To leverage your business, its important to make this digital marketing journey extremely effective and adjust it to the potential customer and thus, we will increase the conversion rates and ROI.

HOW TO TURN A CUSTOMER'S JOURNEY INTO A SUCCESSFUL ONE?

CALL TO ACTIONS

Ensure your ads and landing pages motivate the potential customer by a clear call to action along with defined visual language and design to engage effectively as possible.

LOADING SPEED

A webpage that loads too slowly will cause the customer to lose patience even though your product / service can be super relevant! Make sure your digital assets load easily and quickly!

CUSTOMIZED VIEW (MOBILE FIRST)

Make sure your content is optimized to all devices (computer, tablet, mobile). Sometimes a landing page or email may look great on desktop, but the mobile display will be disrupted, which will cause the customer to quickly lose interest in your ad or website.

LONG LASTING RELATIONSHIP

From the moment a potential customer notices you, you start forming a relationship. Maintaining this communication on the long run is critical to create preference and to remain in consciousness. Giving your potential customers the ability to learn and get to know you creates a high quality customer base to drive growth from.

3. ONGOING ANALYSIS & MEASUREMENT

Good and proper campaign tracking is often like tracking capital market investments. There are more risky investments that require more attention and solid investments that require less close monitoring. This understanding is essential for proper campaign management.

For every campaign at any given time, there are 3 choices:

1. End it.
2. Continue it as is.
3. Deepen and develop it.

To make the right decision, it is important to have clear metrics and KPIs for all activities in the different marketing channels.

▶ To delve deeper into the success metrics you can read more on [Web Analytics](#).



4. LANDING PAGES

A landing page gives us the opportunity to present our offer to a specific target audience we are addressing, with a clear, matched call to action. Directing to your website can confuse the customer and cause lack of orientation due to different navigation options, general texts, and lack of a single, coherent call to action.

WHY DO LANDING PAGES WORK BETTER?

A landing page gives us the opportunity to present our offer in the most targeted way -to a specific target audience we are addressing, with a specific product / service we are promoting along with a clear, matched call to action. Directing to your website can confuse the customer and cause lack of orientation due to different navigation options, general texts, and lack of a single, coherent call to action.

LANDING PAGE OPTIMIZATION TIPS

- ➔ Use content that is tailored to your campaign – target audience, ad and offer. In Google Ads, insert the targeted keyword to the ad in order to get a higher quality score and to lower the cost per click and increase the number of ad impressions (Impressions share).
- ➔ Make sure to build trust using various elements on the landing page such as: reviews, testimonies, awards & certifications, showing the amount of likes you have on your Facebook page, mentioning real benefits and quotes from consumers using the product or service you offer.
- ➔ The call to action, unique value proposition (USP) and contact form (in Lead Gen) should be displayed directly when the page goes up - without scrolling down.
- ➔ Your branding and logo should be clearly applied on the landing page.

5. BRANDING & CLEAR VISUAL LANGUAGE

It is important to ensure that the user has a familiar and continuous brand experience throughout his digital journey.

This increase and strengthens the brand and its value in the eyes of potential customers and significantly improves the conversion rates.

HOW CAN WE MAINTAIN AND STRENGTHEN OUR BRANDING?

- Use of the brand's permanent color palette
- Clear logo
- Various repetitive design elements
- Unified marketing language that maintains the same messages

In conclusion, in order to provide your target audiences a consistent user experience, you need to have and maintain a clear visual language throughout your publications and marketing materials.

Questions?

CONTACT US NOW!

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