

Digital 22 Presents

Get More From Your Inbound Marketing

Lesser Known Techniques to Radically Improve Your Inbound Marketing



DIGITAL



www.digital22.com

Just a quick

Introduction



A little note...

From our Director



Rikki Lear

Welcome to 'Discover the Secrets to Inbound Marketing' from the team at Digital 22. We are a passionate team that want to help businesses grow and thrive; so we have created this eBook to help you do just that! We hope you learn some worthwhile techniques which take your inbound marketing to the next level.

If you have a basic understanding of inbound marketing, you will certainly get some value from the eBook. However, it has been written for marketers who have some experience in the industry and are looking for new ways to drive their inbound marketing forward.

If you have seen your performance tail off or are looking for new ideas, then this eBook should be your Bible!

So, let's get started

Contents

How to Use this eBook:

We have allocated chapters to the key areas of inbound marketing. Each of these then has a sub-topic within. We advise jumping to the chapter you are interested in via the green box links. Simply click or press the title you are interested in and go to that section. Each chapter's opening page also features a link to the sub-topics within it. Each sub-topic will explain what the technique is; why it's a rare, niche, underused or specialist technique; what you'll get out of using it; who can use it; and our prediction of how long it will remain a possible chance to get ahead of the competition. This means you can head

to the relevant sections for your needs and also save it for easy use in the future.

Where's the Content From?

The majority of content is based on the experience and findings from the day-to-day practice of the inbound marketing teams at Digital 22. We have also spoken to industry spokespersons whose opinions we respect and included quotes and ideas from them.

If we have found some particularly useful blog posts or web content along the way, you can find this in the Bibliography and Further Reading appendix.

Click eBook title to return to main index
Click sub-topic to return to chapter index



Click the Chapter Title below to jump straight to that chapter's opening page.

- Pay Per Click Advertising
- Search Engine Optimisation
- Inbound Strategy
- Content
- Social Media
- Apps & Extensions
- Email
- Bibliography & Further Reading

First up!

Pay Per Click Advertising

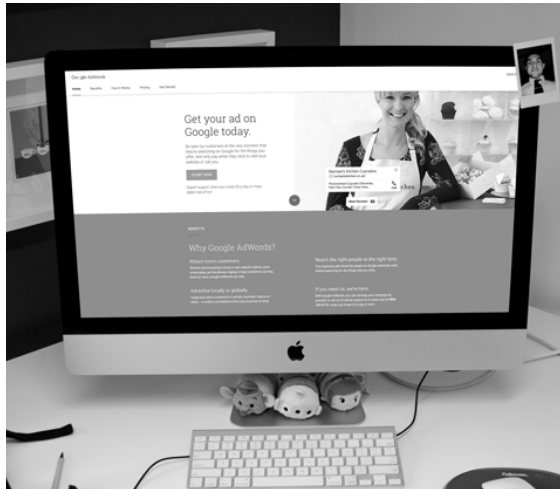
Goog

What is Pay Per Click?

Pay Per Click was the biggest revolution in marketing since the invention of the internet itself. It's a tried and tested technique for all experienced marketers. But it doesn't stand still, which means new opportunities to get ahead of the competition arise frequently.

To find out more, click or press the Sub-Topic you are interested in to jump straight to that page. Pressing the title on the page you are viewing will bring you back to this page.

- Inboundy Ads
- Turning Off Display Network Placement of Ads
- Altering Location Targeting Settings
- Display and Dynamic Remarketing Frequency Capping
- Persona Driven Remarketing Lists
- Aggressive Remarketing Lists for Search Ads
- Gmail Display Ads
- PPV Video



Written by...

Our PPC Team:



Perry Lear



Samuel Banks

Inboundy Ads



Examples of an Inboundy Ad by GumGum

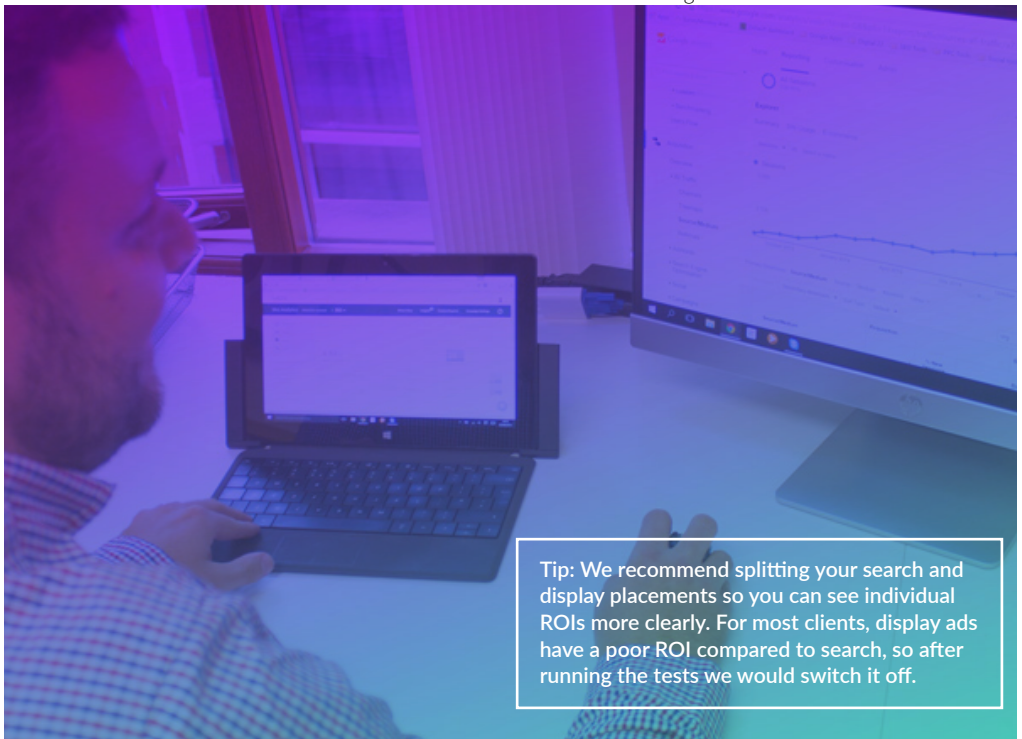
What is it? Inboundy Ads are adverts that have inbound features. Unlike interruptive ads, these ads are shown to the right people, they offer a direct solution to a query and they move the searcher along the buyer's journey. An ad just needs two out of those three features to be classed as an inboundy ad.

Why is it Underused by Marketers? It's underused because most businesses aren't combining the inbound methodology with their PPC campaigns. Even some inbound companies are failing to combine inbound and PPC. Why? Because the idea of inboundy ads is still fairly new.

What are the Benefits? Inboundy ads attract the right people at the right time. This saves you wasting spend on adverts that are being clicked by anyone or failing to move your ideal customer along the buyer's journey. Most ads are unhelpful and not relevant to your interests whilst inboundy ads are designed to engage with your ideal customer. Adverts that engage with your ideal customers have a higher chance of converting more leads. Along with more of them, they're likely to be higher quality leads too. Along with conversion, they will likely be higher quality leads too.

Who Should Use it and Who Shouldn't? Any business who uses PPC should consider creating an inbound ads strategy. If you are new to PPC you need to know that it requires a lot of testing to find a winning formula. If you are not comfortable spending money to gather data and refine your campaigns before you make a positive ROI this may not be the technique for you.

Will this Remain Underused or Will it Become More Popular? Inbound marketing is growing in popularity, so there's no reason why inbound ads won't grow too. But it will take time for SMEs (outside the digital marketing industry) to understand the full benefits of inbound PPC techniques. It will take longer still for them to implement the techniques.



Tip: We recommend splitting your search and display placements so you can see individual ROIs more clearly. For most clients, display ads have a poor ROI compared to search, so after running the tests we would switch it off.

Turning Off Display Network Placement Ads

What is it? Turning off Display Network placing of ads in your settings, when creating a campaign, so that your search network optimised ad only shows in search results. The fact your ad is optimised purely for search results is key to this.

Why is it Underused by Marketers? Some want maximum exposure for their brand and ignore the fact their ads aren't optimised for Display in particular. Whereas others don't realise it's an option and inadvertently put ineffective ads onto the Display Network. If you want maximum exposure, you should leave Display Network Placement ON.

What are the Benefits? As well as helping with ROI, it also means you aren't taking a hit on your CTR via an ineffective ad placement. This will help contribute to a better quality score. In the long term, this should mean your ads appear to a higher number of more qualified leads.

Who Should Use It And Who Shouldn't? Those who want to highly optimise and focus on search ads should use the Display Network disabling. It's also a technique best applied to niche businesses and campaigns because of the level of optimisation and narrow targeting. Also, it suits those who are looking to sharpen their budget as much as they possibly can (by reducing waste spend on Display). Those undertaking brand awareness campaigns shouldn't use either of these as they both limit exposure and visibility.

Will this Remain Underused or Will it Become More Popular? Given that you will be excluding a popular arm of ad placement, it is likely to remain underused. We recommend splitting your search and display placements so you can see individual ROIs more clearly. For most clients, display ads have a poor ROI compared to search, so after running the tests we would switch it off.

Altering Location Targeting Settings



Location targeting in the advanced settings of AdWords

What is it? When using Location Targeting, making sure you disable the “Target those in or show an active interest in my location” function in order to reduce wasted clicks on your ads.

Why is it Underused by Marketers? The ability to alter Location Targeting settings is also a lesser known aspect and a great way to trim that extra bit off your bounce rate.

What are the Benefits? This, like Turning Off Display Network Ads, also means you aren’t taking a hit on your CTR via an ineffective ad placement.

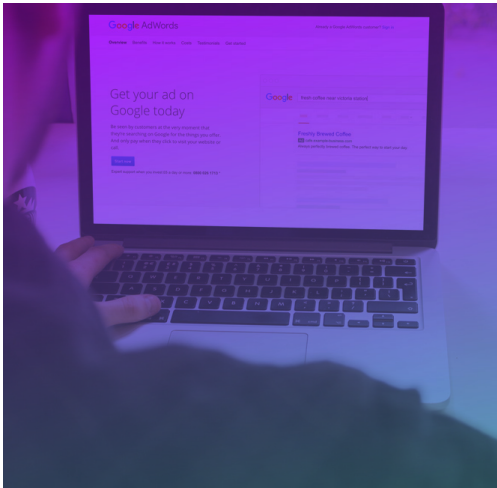
Why Should you use it and How Will it Help you get More Improved Leads? Altering your Location Targeting settings will help with merchants who, hypothetically, only ship their clothing within the UK but have visitors from abroad searching for “made in the UK clothing” and clicking through their ads

before not converting, as they cannot be shipped to. This should sharpen your conversion rate.

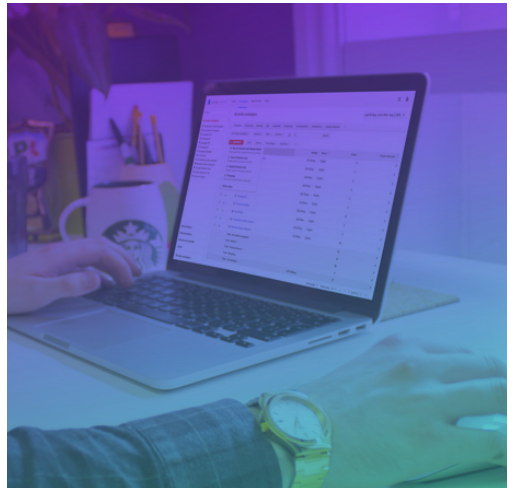
Who Should Use it and Who Shouldn’t? Brands which suffer from a high bounce rate from geographically irrelevant traffic need to look at their Location Targeting settings.

Will this Remain Underused or Will it Become More Popular? Considering this is a simple tactic to employ, we are surprised more people aren’t already experimenting with this. This suggests it will become more widely used.

Display and Dynamic Remarketing Frequency Capping



This setting is tucked away in the Advanced Settings of AdWords.



What is it? Maintaining control of your display and dynamic remarketing spend by ensuring you cap the frequency they are shown to users.

Why is it Underused by Marketers? Being a setting which is nestled in amongst the advanced features, this is something which only the conscientious tend to consider using.

What are the Benefits? Massively decreases remarketing Cost Per View (CPV) waste and helps to also improve click-through rates as a result. You are essentially cutting down the number of times you needlessly show your display and dynamic ads to users who have no interest in converting.

Who Should Use it and Who Shouldn't? Brands which suffer from a high bounce rate from geographically irrelevant traffic need to look at their Location Targeting settings.

Why Should you use it and How Will it Help you get More Improved Leads? Everyone who retargets should consider using it. The extent to which it is (or isn't) used depends on investment level and potential impact of repeated views of said ad. Marketers need to find the balance between: appearing too often and becoming annoying, appearing too little and being forgotten, and appearing so often that the ad gets ignored as background noise.

Will this Remain Underused or Will it Become More Popular? You'd think it wouldn't be much of a secret as it is, but that isn't the case. Or rather, even if they know about it, perhaps less thorough marketers are choosing not to employ this quick tool. And therein lies the opportunity.

Buyer Persona Driven Remarketing Lists

What is it? Utilising your Buyer Personas, created as part of your wider marketing strategy, to properly drill your Remarketing Lists down from the initial set that Google provides into something highly specific and focussed. It's about breaking the lists down into those in line with your Buyer Personas.

Why is it Underused by Marketers? It needs proper Buyer Persona creation and contact knowledge, and also takes skill and judgement. All this needs time and analysis dedicated to it, which many marketing agencies dedicate elsewhere.

What are the Benefits? It makes your remarketing a lot more efficient; the more you focus your lists, the higher the conversion rate should be. Making sure your ads are remarketed to those more likely to convert than before the narrowing down took place means the campaign will be a lot more productive.

Who Should Use it and Who Shouldn't? All should use it who are looking not only for leads, but for an increase in the quality of leads. Or if you are e-commerce based and looking to improve your remarketing conversion rate. Targeting your exact Buyer Persona will ensure the right people are coming back to your site, rather than spending money on driving just anyone back to your site. Those who can afford to take a few hits via a lower remarketing conversion rate needn't bother too much about this.

Will this Remain Underused or Will it Become More Popular? This will most likely remain underused, typically only by those in the position where it is worth the investment of time to really narrow down those lists. It then takes time and management to keep on top of it and keep it as efficient as can be.

Remember: Many marketers simply follow the default AdWords "All Visitors" list when Remarketing, so you are able to get a step ahead by being more selective.

Aggressive Remarketing Lists for Search Ad Bids

What is it? Targeting remarketing traffic through bigger bid adjustments to beat off the competition. Specifically, in order to win better qualified traffic, which has previously shown an interest in your product or service as well as a competitor's

Why is it Underused by Marketers? It needs close management to make sure you aren't chasing the wrong leads which could cause your spend to spiral.

What are the Benefits? Ensuring that you don't miss out on potential second (or more) visits from users who have shown interest in the past, by being outranked in the ad space by bigger spending competitors. Doing this will increase your chances of clicks and conversions because when the user sees the SERP for the nth time, once again, there you are above the organic results. Authority.

Who Should Use it and Who Shouldn't? Everybody can do it. If solely increasing brand exposure is your goal, you want the most people to see your ad rather than the same people seeing it more often, so might consider ignoring this.

Will this Remain Underused or Will it Become More Popular? A common idea in principle, but frequent misuse or a lack of proper strategy leaves room for us to target.



Gmail Display Ads

What is it? Building on the aggressive remarketing point previously mentioned, this refers to closely targeting well chosen users via the placement of display ads within Gmail.

Why is it Underused by Marketers? It's a shallow pool when you consider the wide range of other email providers that you are excluding from a campaign like this. However, it should be highly efficient as you are harnessing Google's data knowledge.

This area is nowhere near as competitive as standard display or search advertising.

What are the Benefits? You can have your ads seen by highly-focussed potential customers; choosing to show your ad to those who have subscribed to yours and your competitor's newsletters, but excluding those users who have just received an email with "Order Confirmation" in the subject line (because they are unlikely to purchase a similar item again, at the moment). Also, with the aforementioned lower competition, in many industries anyway, we have helped our brands with a good quality score achieve a CPC as low as £0.18. Google sell their ad policy to users as well curated, free of spam and unintrusive. This means that, in reality, from our point of view, there is a real opportunity to place highly targeted ads. The leads will be far more likely to convert as your ad is more likely to be relevant.

Who Should Use it and Who Shouldn't? Potential for all to use it, but maybe not ideal for those who want a campaign with maximum outreach in order to grow brand awareness. Also not suitable for B2B marketers as Gmail ads cannot be shown to those paying for Google Apps For Business.

Will this Remain Underused or Will it Become More Popular? We believe it will stay underused. Most marketers tend to stay away from low volume PPC opportunities and this really is one of the smaller targeting segments.



PPV Video

What is it? Video ads placed at the beginning of content viewers are choosing to view. Charged and operated in a broadly similar way to conventional PPC ads.

Why is it Underused by Marketers? Mary Meeker's KPCB 2016 trend report found that Unruly reported 81% of users mute video ads, 62% are annoyed or put off by them and 93% consider using ad blocking software. But authentic, entertaining, emotive, non-interruptive ads can still be effective.

What are the Benefits? The potential reach coupled with being able to stand out amongst the opposition makes this a potentially huge field of opportunity. If you can capture the user's interest with your PPV video ad, you are more likely to increase leads by being (subconsciously or otherwise) compared favourably to the other interruptive or annoying video ads placed at the beginning of the content they chose to search for.

Who Should Use it and Who Shouldn't? Those able to offer something emotive, non-interruptive and authentic. Statistically, video content (that you will be placing ads around) is favoured by millennials and Gen-Z.

Will this Remain Underused or Will it Become More Popular? The principle isn't underused - doing it properly and effectively is. There should be space for a time to come to offer PPV video ads which users don't want to mute or skip.

What's next?

Search Engine Optimisation

What is Search Engine Optimisation?

Search Engine Optimisation (SEO) is the most mature and well known of the digital marketing channels, although usually very misunderstood. The speed of change of the search engine results page (SERP) is incredible.

Gone are the days of the standard 10 listings page. This means with a bit of innovative thinking the potential to stay ahead of the competition is greater than ever.

To find out more, click or press the Sub-Topic you are interested in to jump straight to that page. Pressing the title on the page you are viewing will bring you back to this page.

- Knowledge Graph Optimisation
- Using Other Keyword Tools
- Target Google Micro Moments
- Tactically Fixing Crawl Errors
- Following Google Updates
- Optimising with Schema-Markup
- Danielle's Bonus Link Building Tips

Written by...

Our SEO Team:



Perry Lear



Danielle Easton



Amy Usher

Google Knowledge Graph



Knowledge Graph Optimisation

What is it? Google has a database of information which is used to enhance the search results. It's called Knowledge Graph and it contains information gathered from a variety of sources. It does this through semantic search. This is a complex system which understands the intent of a search to display more relevant results. Google displays Knowledge graph information in many ways but the main two are answer boxes and the knowledge panes.



Knowledge pans in action



Why is it Underused by Marketers? Whilst Google's Knowledge Graph has been around since 2012, not many marketers take advantage of this tool because they don't understand how it works and also believe it is time consuming.

What are the Benefits?

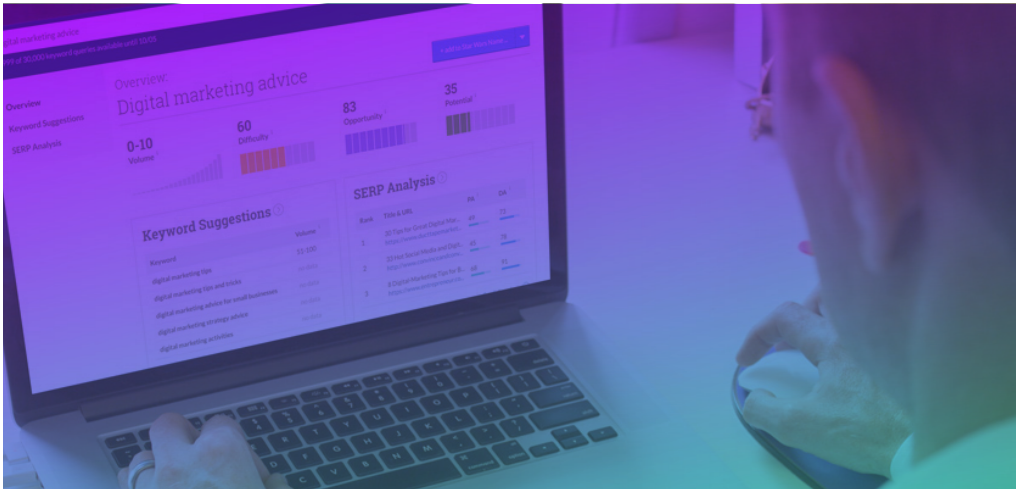
Optimising the Knowledge Graph for your business increases your visibility in search engines. As Google uses knowledge to answer search queries, the more information you offer, the more results it will provide.

Who Should Use it and Who Shouldn't? Businesses who are actively working to improve brand awareness of a person, a place or a thing will benefit

from optimising their Knowledge Graph.

Will this Remain Underused or Will it Become More Popular? As Google is continually working to improve its knowledge base tool, we predict more businesses will improve their Knowledge Graph results as they understand the sources Google pulls this information from.

Using Other Keyword Tools



MOZ Keyword Explorer

What is it? Many SEOs fall into practice of just using Google AdWords Keyword Planner for their keyword research and fail to use other tools, such as, SEMrush and Moz's Keyword Explorer. It's easy to forget there are other keyword tools out there and whilst it takes time using different tools, it's worth the extra effort to determine what are the best keywords for your campaign.

Why is it Underused by Marketers? Most SEOs stick to one keyword tool because it saves time and it's cheaper. Only a handful of marketers actually use more than one tool.

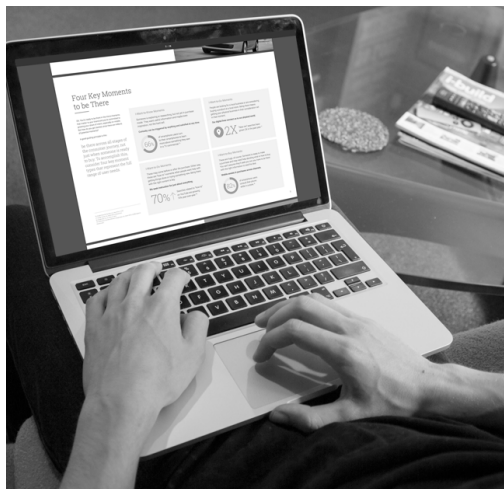
What are the Benefits? By using more keyword tools you can find the best keywords for your strategy. Keyword Planner, SEMrush & Keyword Explorer give different data so it's useful to consider all the findings before you determine which keywords are actually good for you. Using more keyword tools gives you more data to help you find the best keywords to

target. This will increase your chances of selecting keywords that people are actually searching for and improve the amount of leads you get.

Who Should Use it and Who Shouldn't? In theory, all businesses should use it. But because some keyword tools like SEMrush have a high monthly bill, small businesses should deter from using expensive tools.

Will this Remain Underused or Will it Become More Popular? As it is a habit for most SEOs to use just one keyword tool, this technique will likely remain underused for a long time.

Target Google Micro Moments



Google's findings



What is it? A term Google has created to try to cover the accelerated buyer's journey searchers go through when they experience something in the physical world - "Oh no, the restaurant is fully booked!" - and react to it by heading to their mobile device to search for an immediate solution - "nearby Italian restaurants open now". Searchers who experience a "micro moment" need to be marketed to differently, as they experience a rapidly accelerated buyer's journey.

Why is it Underused by Marketers? As it goes beyond the usual thinking and process of search marketers not many are actively looking to optimise for these moments. Consumer mobile usage outpaces mobile advertising spend by 3 times, which shows it isn't yet prioritised by marketers.

What are the Benefits? Searchers who experience a micro moment will react to what is in front of them on the SERP. The better the option presented, the

further along the accelerated buyer's journey they will land. Be there and be best. Like most things, you can't risk your competitors catering for it and you not. The fact that users have been stimulated into searching for a solution means, in that micro moment, they are ready to engage. Logic suggests they will either quickly convert into a sale or at least become a lead.

Who Should Use it and Who Shouldn't? Everybody should. Ask yourself, is our product or service applicable to moments such as: "Is X worth it?", "Show me how to do X", "How to solve X", "How to deal with X", "Next steps in X", "Making a change to X", "Ideas for X", "Book a X", "Where to X near me". If so, you may be able to show your brand at just the right time.

Will this Remain Underused or Will it Become More Popular? Will surely become more popular as mobile internet use continues to grow.

Tactically Fixing Crawl Errors

What is it? Problems that Google's spiders find when crawling your site, that can become so numerous they get ignored. However, if they aren't managed, some of the errors could be harming your organic traffic levels. If you have an old account it's likely to be full of 1000s of errors and many may not be problems anymore.

Why is it Underused by Marketers? Given the high number of crawl errors that large sites are presented with, if all other metrics are working, it can take low priority as it is time consuming. Marketers also avoid fixing crawl errors because they are not sure how to solve them, but while it does require an experienced SEO consultant to fix major errors, you should still try and understand why errors are occurring as some are easily solved.

What are the Benefits? Good housekeeping shows Google that your site is live, well managed and helps to build its authority. This one is a bit of a slow burner in terms of results, but it forms part of a truly comprehensive SEO strategy. The more out of hand your crawl errors are, the more your SERP could be harmed, so you will have less chance of attracting traffic and therefore leads.

Who Should Use it and Who Shouldn't? Everybody who is managing larger sites needs to undertake good crawl error management to get the most from their SEO. Starting today, mark all errors in Google Search Console as resolved and once your site is re-crawled, all errors which are no longer relevant will disappear. You can then work at fixing the most pressing/fixable issues instead of being overwhelmed. While Google Search Console is a solid tool, we also use Moz Pro to crawl our clients' sites and fix crawl errors. It picks up more errors and displays them in a way which makes it easier to find the root cause.

Will this Remain Underused or Will it Become More Popular? Purely speculating, we imagine someone - maybe Google? - will make what is a laborious and time consuming task easier via an extension or tool, but until that happens - if it even does - this will be underused.

Tip: Only use 301 redirects for pages which produce a 404 if they are ranking and being linked to from elsewhere. Otherwise it's a waste of time and too many redirects harms site performance.

Following Google Updates

What is it? These are updates made by Google. These affect Google's core algorithms, ranking factors, services (like AdWords), etc. It's important to keep in the loop of any new updates so you know if any big changes are coming.

Why is it Underused by Marketers? Only a fraction of SEOs actually follow Google's news updates. As Google is constantly updating and improving the way it works, it's vital you understand what is happening so you will know if any updates will affect your current marketing strategy.

What are the Benefits? Keeping ahead helps you prepare for any major Google changes. Google's mobile friendly update in 2015 (aka. Mobilegeddon) was widely reported but most updates are not and if you do not know about these updates can put you at risk of losing valuable keyword rankings.

Who Should Use it and Who Shouldn't? Everyone should use it. If you want to achieve more search visibility and traffic, then you need to know how Google is changing and developing.

Will this Remain Underused or Will it Become More Popular? We believe over time more people will naturally keep a closer ear to what Google is doing. As internet marketing is getting more competitive, it's important to maintain your site according to the will of Google.

Optimising with Schema-Markup



Rich snippet search result

What is it? Additional coding input to allow search engines to further understand what content is featured on your site's pages.

Why is it Underused by Marketers? It works for time or geography influenced businesses best, such as cinemas, restaurants, ticket sellers. It also works well for e-commerce sites. As the scope of Schema grows and search engines use it more, it looks likely to spread to other types of sites in the future. A good opportunity to get ahead of the competition here.

What are the Benefits? It enables rich snippets (which improves click through rate) and lowers search engine confusion when crawling your site. Those benefits will help ensure that your site is returned to the right search engine queries more often, improving the quality of your visitors.

Who Should Use it and Who Shouldn't? If your business relies on e-commerce, local searchers or needs to promote a product/event during a certain timeframe then Schema Markup is essential. It's also great for removing any possible ambiguities; e.g. If a restaurant-bar called Di Caprio's is hosting a ticket only film night every month, Schema Markup would help search engine spiders know that A. It's a film night hosted at a restaurant in X Town Centre and B. Leonardo isn't involved at all, as well as other additional information.

Will this Remain Underused or Will it Become More Popular? Given the fact it can be fiddly to get your head around at first and the fact that it requires at least some coding knowledge, yes, it's likely to remain underused. But therein lies the opportunity.

A little helping hand...

From our SEO Consultant



Danielle Easton

Danielle's Bonus Link Building Tips

Competitor Link Building: This is a great way to think of ideas and opportunities for your campaign. Looking at competitors' backlink profiles, on a tool such as the [Moz open site explorer](#), can show you what the opposition is doing, what's worked and what hasn't, who has linked out to them and how we can make our campaign stronger than theirs. It's important to remember that the backlink profile won't show us if your competitor has disavowed any websites, so we need to bear this in mind when sourcing sites to contact as all might not be positive.

Image Reverse Search: This is a quick way of finding out who has used your images so you can contact them for a link. There are many tools that can do this (such as [this from Image Raider](#)) and a simple search on Google images can bring back a list of sites whom owe you a mention.

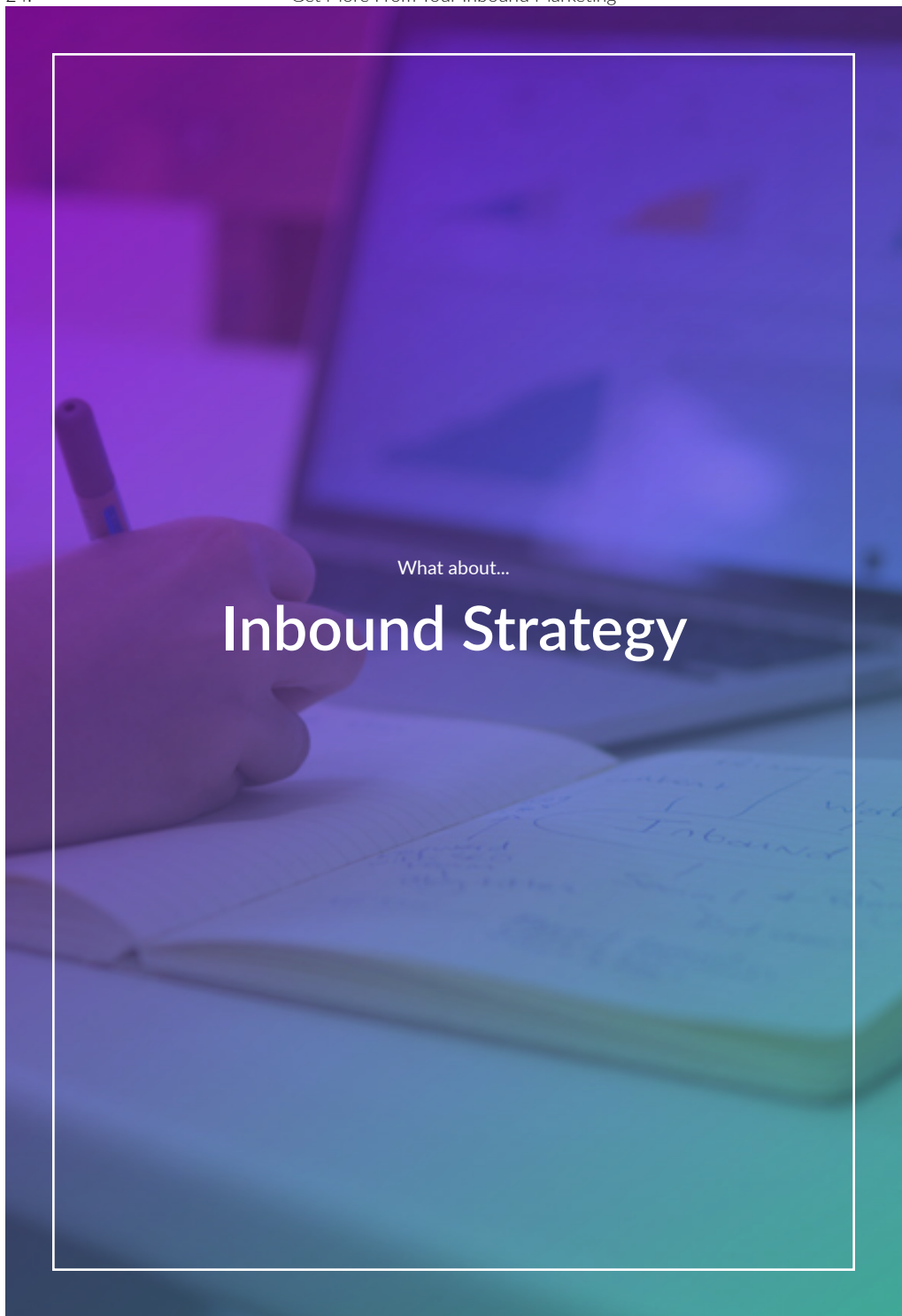
Mentions: If your brand is mentioned online, we can use this to ask for a link if there isn't already one present. Natural mentions often don't get a link included, so there is often scope in this. It's quick and easy to [set up Google alerts](#) to catch any mentions of a product or brand and react quickly.

Blogger Events: Although beneficial, this is a time consuming technique as you have to consider the preparation of arranging an event, selecting a list of influencers in your niche, inviting them, confirming the guestlist and organising the event from start to finish. It can be a huge success though when you generate a lot of links and help to create a buzz around your niche - which you have created. This helps build your voice and authority too.

Broken Link Building: Somewhat laborious but great for link building and boosting SEO with some low hanging fruit. This technique involves contacting sites with broken links and asking to link to our blog that is relevant to the topic. This [excellent blog post](#) covers some ways to do it.

What about...

Inbound Strategy



What is Inbound Strategy?

Successful inbound marketing all starts with strategy. A lot of marketers are tempted (or forced by their bosses) to skip strategy and jump straight into delivering work thinking that results will come quicker. From our experience this isn't the case - there is no replacement for knowing your market and having defined tactics.

To find out more, click or press the Sub-Topic you are interested in to jump straight to that page. Pressing the title you are viewing will bring you back here.

- In-Depth Persona Profile Creation
- Mapping Content To The Buyer's Journey
- Holistic Approach To Keyword Research

Written by...

Our Content Team:



Andrew Thomas



Steph Barnes



Paul Mortimer

In-Depth Persona Profile



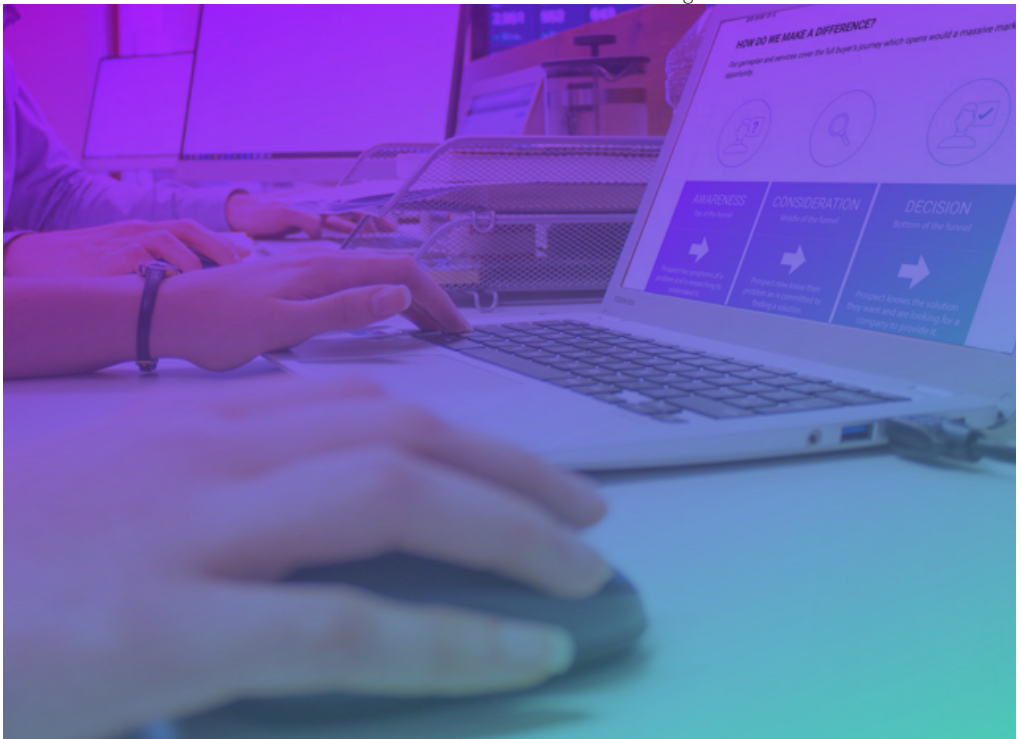
What is it? This is the process of creating in-depth persona profiles of your ideal customers - not just a demographic, but an “actual” fictional person, their behaviour, their habits and beliefs. An ordinary persona lacks the specific depth and “backstory” which personifies an in-depth persona, and is aimed instead at a general demographic.

Why is it Underused by Marketers? Creating persona profiles is a vital step for any inbound marketing strategy but spending the time to create detailed profiles takes longer to complete. To get a campaign up and running, some marketers get the basic information that only scratches the surface rather than going into detail.

What are the Benefits? Getting to know your ideal customers helps you understand everything about them which in turn gives you more marketing opportunities. Better understanding of your target market will also increase the chances of success. Understanding your target persona goes further. Understanding your ideal customer will help you create content, offers and marketing strategies that will result in more improved leads.

Who Should Use it and Who Shouldn't? Companies who market to industry/niche specific customers would benefit from creating in-depth buyer personas. Understanding your customer's browsing, research and buying habits will help you find the right ways to market to them and engage with them.

Will this Remain Underused or Will it Become More Popular? Over time more businesses will create in-depth buyer personas, but it won't become mainstream for a while. This is because it does take more time compared to standard persona creation.



Mapping Content to the Buyers Journey

What is it? Creating a content plan that is related to each area of your ideal customer's buyer's journey. Potential customers will arrive on your website at different stages of the buyer's journey (Awareness, Consideration and Decision), your content should engage with customers at each stage to encourage them along to the next stage.

Why is it Underused by Marketers? It takes extra time mapping out content and it's sometimes too tempting to just create content that is based from popular keyword search terms. Keyword research and content planning should work hand-in-hand.

What are the Benefits? Your content will engage more with your ideal buyer personas and they will be more receptive to your marketing. Digital marketing is competitive which means it is essential for businesses to consider the full buyer's journey.

99% of companies go wrong because they purely focus on the 'Decision' phase, expecting every visitor to buy today. The truth is this the 'Decision' phase is by far the most competitive and only 3% of customers are ever in it. Your gameplan should cover the full buyer's journey which opens a massive market opportunity.

Who Should Use it and Who Shouldn't? Businesses who are using content marketing to engage with their ideal personas. Mapping your content create on their buyer's journey will help you create effective content.

Will this Remain Underused or Will it Become More Popular? As more businesses are focusing on their content marketing strategies, this technique will become more popular. But at the moment, this is the prime opportunity for you to get the best out of your content.

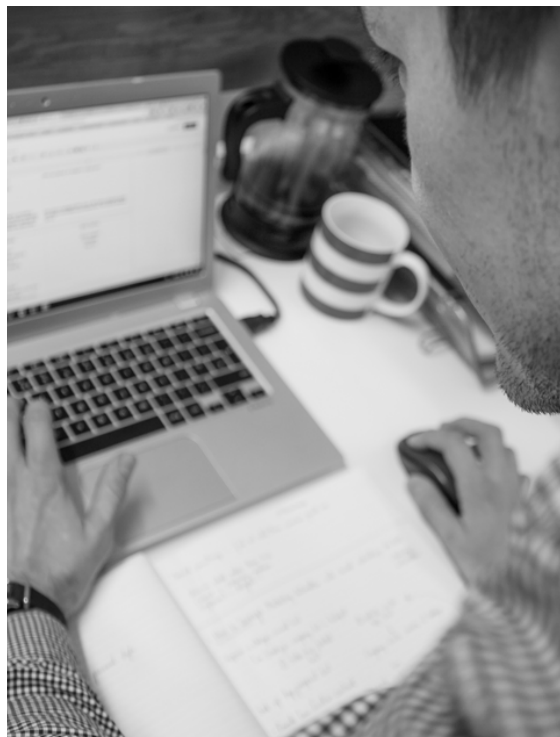


Holistic Approach to Keyword Research

What is it? A holistic approach to keyword research means you research and develop a keyword list that takes into consideration your Paid Search, SEO and blogs/content strategies. This helps you find and refine the best keywords to give you better results. Some marketers split their PPC, SEO and content teams to do independent keyword research but it should be a collaborative effort from the start.

Why is it Underused by Marketers? It's a common habit for marketers to do independent keyword research for their PPC, then their SEO and then for their content plan. Rather than creating one list that considers all the factors.

What are the Benefits? Researching keywords for your SEO, Paid Search and content at an early stage helps you determine which keywords are best for your campaign. You can get a better understanding of what your competitors are using and what your target market is searching to build and refine your keyword list. Creating a defined keyword research list at the start helps you target your audience more



effectively and get better leads. Having a holistic approach to your keyword research also saves you time because you're not duplicating work. But it's more than that, we have found by combining resources and methods into one unearths more keyword opportunities for all channels.

Who Should Use it and Who Shouldn't? Marketers who have lots of competitors fighting for the same keywords would benefit from a holistic approach. This method gives you the opportunity to find keywords your competition isn't using and your PPC, SEO and content strategy will have a focused keyword approach.

Will this Remain Underused or Will it Become More Popular? As competition increases online, more businesses will be willing to take a holistic approach to their keyword research. You can seize an advantage by assessing your current keywords now and defining your keyword list.

Then there's

Content



What is Content?

Content is now the cornerstone of inbound marketing as every channel of the inbound methodology relies on it. From attracting new visitors through blogs, to converting those visitors into leads by offering premium downloads; without content you are fighting an uphill battle.

To find out more, click or press the Sub-Topic you are interested in to jump straight to that page. Pressing the title on the page you are viewing will bring you back to this page.

- Landing Page Optimisation
- Personalisation On Website Pages
- Audio and Video
- Live Streaming and Coverage

Written by...

Our Content Team:



Andrew Thomas



Steph Barnes



Paul Mortimer

Landing Page Optimisation



What is it? Landing page optimisation is the process of optimising your landing pages to increase conversion. Using actionable content, relevant images, short contact forms, are just a few ways to optimise your landing pages. It's great if people are clicking your CTAs but you need your visitors to be converting into contacts, you can only do that by optimising your landing page.

Why is it Underused By Marketers? Many marketers create landing pages, but they don't optimise them. Just because a visitor has clicked a CTA doesn't mean they will definitely follow the instructions on the landing page.

What are the Benefits? Higher conversion rate. Optimising your landing pages reduces the chance of people leaving or failing to complete a contact form. Excellent landing pages keep your visitor's attention and prompt them to make a specific action, resulting in you getting more conversions.

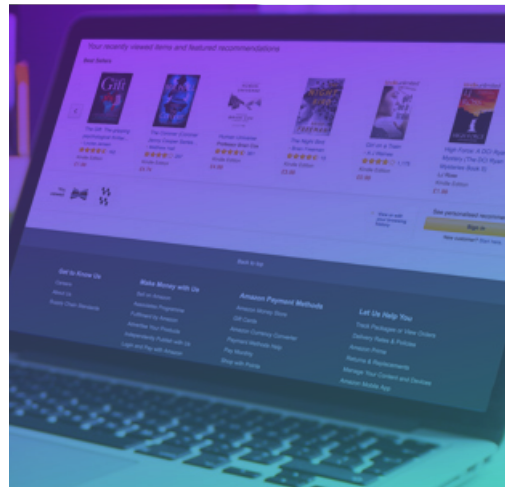
Who Should Use it and Who Shouldn't? Any business who uses landing pages as part of their sales funnel

should optimise them. Otherwise they aren't working to their full potential. It is key to any business looking to increase their leads. If you do the maths, it's often cheaper to optimise a landing page and increase your conversion rate rather than driving more traffic to it.

Will this Remain Underused or Will it Become More Popular? There will always be companies who fail to optimise their landing pages but the ones who go to the effort will enjoy the rewards. As inbound marketing is a growing trend, more businesses will be putting attention into their landing pages.



Personalisation on Web Pages



Amazon personalised shopping experience

What is it? Personalising your website for contacts and customers who visit. From saying “Hi, Bob” or showing your previous activity, these little personal touches can help develop a relationship between business and customer. If your website stores their contact and payment information it's also fast and easier for returning customers.

Why is it Underused by Marketers? Personalisation is not a new technique, it's been popularly talked about since 2012 but not many people use it because it's extra effort.

What are the Benefits? Just like remembering a customer's name in a shop, people like being remembered. Creating a personal web experience is more engaging and interactive and helps build trust. Co-operative Travel said they had a 95% increase in visitors and 217% increase in revenue after introducing personalisation. Personalisation improves your conversion rate. Customers feel remembered. Saving their contact information on your site saves them time having to fill it out again and reduces the chance of them getting distracted.

Who Should Use it and Who Shouldn't? Websites who have regularly returning customers will likely benefit from personalisation. For online customers, it's convenient to be remembered and it gets customers to check out fast. Showing more appropriate products can often lead to more purchases too. But it's not just e-commerce websites and those with returning customers who can benefit. Personalising any part of the buyers journey will improve your user's experience. For example, if you know someone already downloaded a piece of content, does it help them (or you) to offer it to them again? You can use personalisation to show them the next step instead.

Will this Remain Underused or Will it Become More Popular? In the future more websites will embrace personalisation. Online shopping continues to grow and personalisation makes it faster for customers to shop and reach check out. Today's customers are impatient and websites that make it quick and easy for their returning customers to shop will benefit from more sales.

Audio and Video

What is it? Podcasts and video as a form of content you produce. The latter can be embedded on your own site or hosted on YouTube or other similar hosting sites. Podcasts can be downloaded direct, distributed to subscribers via email or made available via streaming services.

Why is it Underused by Marketers? There's low competition in podcasts and it draws a very captive audience. Also, video is growing massively in terms of users and viewers. However, it does take time and resources to execute these forms effectively.

What are the Benefits? They offer an alternative approach to offering content, when compared to lots of the competition. They also target a rapidly growing market of users; Facebook +2 billion in Q3 2015 and SnapChat +3 billion in Q1 2016 of video views per day. HubSpot has found that 52% of users consume video content thoroughly as opposed to skimming, which is almost twice as many as when reading blogs. Trend data points to this being the way that users are preferring to engage with content. Further supported by YouTube becoming the second biggest search engine and the fact that 59% of UK millennials agree they're "more likely to find content they're passionate about on YouTube rather than TV." They're searching it out too, with 41% preferring YouTube to subscription TV or streaming services. So there's space to provide content or native ads.

Who Should Use it and Who Shouldn't? In terms of inbound content, those with complex products or those able to offer educational content about their industry should use it. "How To" demonstrations and explanatory videos are popular, as is news type content.

Will this Remain Underused or Will it Become More Popular? We think it will remain underused for general marketers and businesses for as long as "regular" content forms (blogging, eBooks, infographics etc.) are easier than video & audio (in terms of people, time and equipment).

Live Streaming and Broadcasting

What is it? Using YouTube, apps such as Snapchat, Instagram and Facebook Live to stream events as they happen to your followers. Other live event streaming is also due to explode this year, for example, the NFL will be broadcasting Thursday Night Football live on Twitter this coming season with integrated chat and discussion and other sports are following suit.

Why is it Underused by Marketers? Although YouTube is used widely by broadcasters and gamers, there's potential developing for other types of businesses to be marketed as the potential audience continues to grow. User data trends show an ever growing favouring of visual content.

What are the Benefits? As it happens coverage makes a brand current and accessible. Sharing of worthwhile content is easy and can snowball quickly as users want to see it live, before it becomes outdated. This is a chance for a business or product to be shown in action. Providing the event or showcasing of a product being live streamed is reflecting positively, users are already active and engaged - a perfect time to lead them to a CTA. This should create a growth in ad-hoc conversions into either leads or even sales.

Who Should Use it and Who Shouldn't? It's a form best suited for those who are based at or run well attended events; festivals, conferences, seminars, town markets and trade shows. Businesses which rely on local traffic or will be taking their product/event to another location in the future can also use it to show users what is heading to a viewer's locations soon.

Will this Remain Underused or Will it Become More Popular? We think it will remain underused for a short while then become mainstream. It looks like "now" sharing is already going to replace "just happened" sharing on the likes of SnapChat stories (which can be 23 hours old).

Did You Know? HubSpot found people have dramatically increased content consumption on the three most popular social networks in the last two years: Facebook (57% increase), Twitter (25% increase), and LinkedIn (21% increase).



The latest happenings on...

Social Media

What is Social Media?

Social media covers the platforms online where people create and share information. As social media companies evolve and find new revenue streams, more opportunities become available to marketers.

To find out more, click or press the Sub-Topic you are interested in to jump straight to that page. Pressing the title on the page you are viewing will bring you back to this page.



Written by...

Our Social Media Team:

- Social Media Retargeting
- Power Editor to Ads Manager to Business Manager
- Messenger Apps
- Tone of Voice; Stand Out
- Incorporate Native Marketing
- Ultra-Optimised Sharing



Steph Barnes



Paul Mortimer

Social Media Reformatting



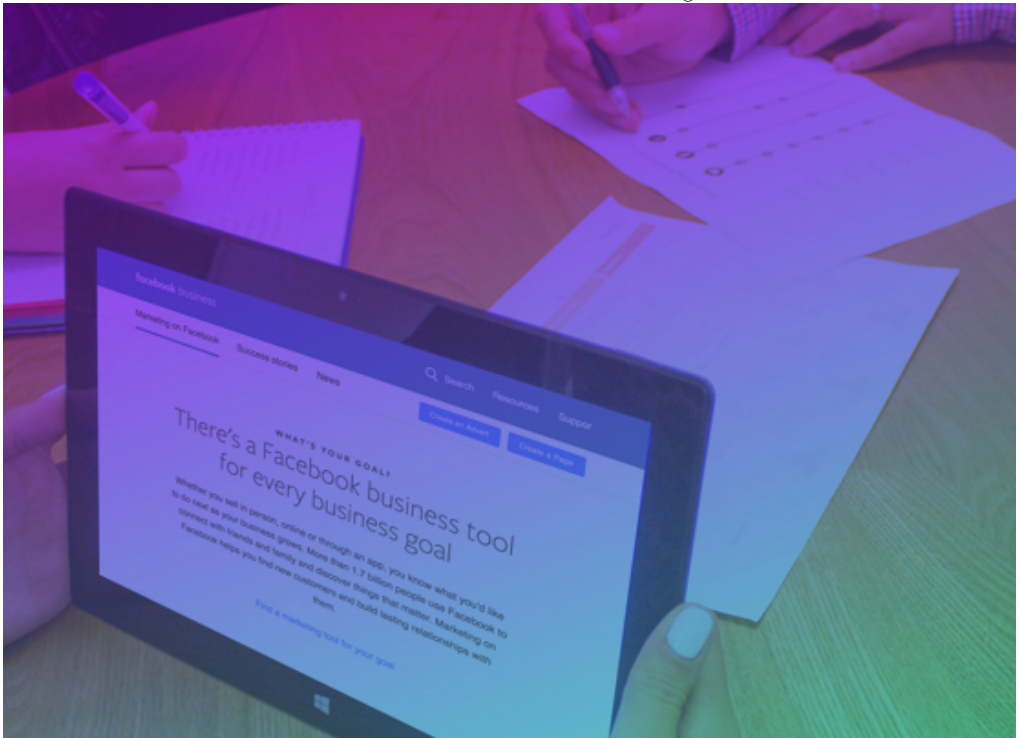
What is it? This is the practice of adapting your content within different social posts to suit the respective platform. Like removing hashtags from LinkedIn posts; but also restyling your voice, persona and angle to suit platform and time.

Why is it Underused by Marketers? Too many businesses apply a one size fits all approach to social media, not addressing the fact that this could undermine the campaign's success. A post appearing out of context diminishes trust and authority - two pillars of inbound. Getting this overlooked aspect sorted can set you apart. Attention. To. Detail.

What are the Benefits? Attention to detail across social platforms helps to lay the foundations for an effective inbound campaign, prior to readers even becoming visitors to your sites. Look at it this way; if your competitor has crafted a well planned Facebook post but then also shared the first 140 characters on Twi... But you have adapted each post accordingly, who is going to shine? You should use it to show a high level of attention to detail - if you have taken the time to adjust your image sizes for each social platform, it subliminally suggests you will also take the time to ensure your customers get a good service. This sows the seed of more conversions.

Who Should Use it and Who Shouldn't? Should be used by social account managers who want to target users of multiple platforms.

Will this Remain Underused or Will it Become More Popular? Both. We think it will most probably become less of underused in terms of the various social platforms (and accompanying apps) adapt to automatically altering image sizes to suit or by offering "read more" options. What will always remain underused is targeting your different buyer personas when they are on their different social accounts - as in, a persona being in a different frame of mind on LinkedIn at work and Twitter on the train home.



Facebook for business

Power Editor and Ads Manager

What is it? Using these Facebook tools to their full potential, which also allows you and your agency to work more efficiently.

Why is it Underused by Marketers? We've seen clients using just Power Editor, or even just boosting posts direct from their page. We've also heard from other agencies who aren't getting the full efficiency benefits of using the joined up system.

What are the Benefits? Whilst mastering an additional 2 ad platforms could seem like a daunting task to most, once you understand how the 2 interact, your ads and the way in which you measure success will be vastly improved. Not only does the power editor give you more in-depth targeting options, adverts manager allows you to take a wider look at all of your ads and their impact over time. Not without it's faults (the platforms are not intuitively partnered) mastering the use of both, for one campaign, will allow you to speed up and take a big

leap forward when it comes to social ads. The greater control, targeting and reporting allows you to spend more time honing and sharpening your ad campaigns and social message. This will make for more efficient lead generation. An ideal ad setup flow would therefore go like this: Build Ad Creative, set budget and select targeting in POWER EDITOR > Review performance and historical results in AD MANAGER.

Who Should Use it and Who Shouldn't? Only worth exploring for those looking to really exploit Facebook as a traffic and lead source. If the platform is a secondary concern, it isn't really for you.

Will this Remain Underused or Will it Become More Popular? It's highly likely to become more popular over time as Facebook grows as a means of producing, consuming and sharing content.

Messenger Apps



Snapchat

What is it? Closed social media on which users do not post publicly.

Why is it Underused by Marketers? These forms are most popular amongst Generation Z, who prefer private forms of social sharing rather than public form favoured by older generations. You typically have to be mutual contacts for content to be seen.

What are the Benefits? Being followed and interacted with on these platforms offers great brand awareness and can open up the incorporation of native marketing techniques to compliment your inbound campaigns. Users of apps such as Snapchat favour fast paced interactions so could be likely to purchase from the “nearest” source - so you want to be the one who they see on their social every day. Apps such as We Chat in the Far East show great consumer loyalty benefits when merchants engage in private dialogue before and after the sales process.

Why Should You Use It And How Will It Help You Get More Improved Leads? If used correctly, you'll

be ideally placed to nurture an emerging market into leads and conversions. Apps such as Snapchat and Burn Note are brilliant for event marketing or those who are able to offer behind the scenes content to build trust. Yik Yak is a location based social platform that could be great for shops and restaurants and the like. WhatsApp is a little more limited but could be used for communication and follow-up correspondence purposes.

Will this Remain Underused or Will it Become More Popular? Studies from June 2016 show that overall social media use is slowing down in the UK, but users will be heading somewhere to interact with each other. If this means non-public forms of social, that's where the niche will be.

Heres a thought: To put the marketing scope of SnapChat into perspective; in 2016, more people viewed the Gatorade Super Bowl filter than actually watched the Super Bowl itself.

Tone Of Voice; Stand Out



Burger King Twitter

What is it? A response to the overused tone of voice (TOV) of overly friendly and banter-laden social media persona that lots of brands use - especially when they are from a serious industry. Staying ahead, now, is about offering social accounts which are professional and trustworthy, with just the right amount of personality included. Basically service with a smile and being natural. Don't force it.

Why is it Underused by Marketers? A number of big brands, such as Burger King, incorporated personality, humour and social interaction into their social media accounts very effectively. They went for it wholeheartedly and it worked. Many, many more have tried to emulate it, but failed. "Evening, tweeps, that's us done for the day! We will be back to answer your queries tomorrow!" and other forced tones of voice often fall flat on a UK audience, especially from companies which provide a serious service.

What are the Benefits? You will stand out amongst all the contrived friendliness as a genuine company with a social media team who are being themselves,

but show they understand they are employed to post for their employer and that customers are paying their employer for a service. Being genuine with your brand voice on social media is the first step in attracting people into viewing your content and deciding to hit that Call To Action. Don't kill a lead before it's even had chance to become one. Which is what will happen if your TOV comes across as false.

Who Should Use it and Who Shouldn't? Employing a tone which is honest, reliable and reflects your true personality? Everyone.

Will this Remain Underused or Will it Become More Popular? The bubble of "Hey, that's so cool! Let's be friends! (By the way, we sell these, take a look.)" will burst. Get out now and get ahead.



Google Travel's paid advertorial content which is a trip planner on The New York Times.

Incorporate Native Marketing

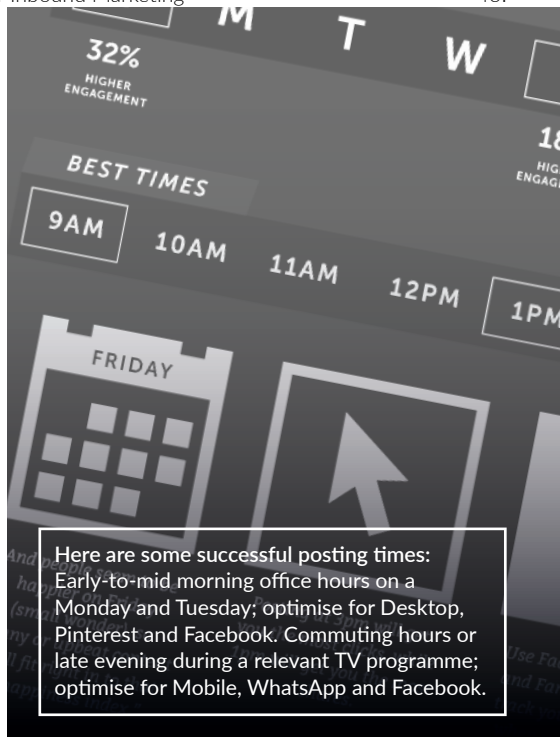
What is it? Paying to showcase your content on somebody else's web space, thereby tapping into their audience for your own gain.

Why is it Underused by Marketers? It requires additional expense on top of a regular inbound campaign. Calling it "underused" might be a bit of a push, as it's a widely used technique in its own right, but mainly by big brands.

What are the Benefits? Further outreach to a widened audience puts your content (and therefore brand) in front of more potential leads. Although it needs to be managed appropriately to avoid duplicating content or undermining inbound efforts. If it includes the right CTAs and is targeted at the right personas, the leads it generates should then be better qualified for nurturing.

Who Should Use it and Who Shouldn't? This is one for those who have the ability to divert some of their inbound or PPC budget to placing well optimised content via sponsored posts rather than guest blogs or social sharing.

Will this Remain Underused or Will it Become More Popular? Likely to only be used by those with big budgets and/or those with the time to generate content for both inbound and native campaigning. Or those with flexibility and ability to allocate one less piece of content on their inbound campaign and have it balanced by a paid insertion of some native content.



Coschedule blog infographic

Ultra-Optimised Sharing

What is it? Constantly experimenting and evaluating your content publishing and social sharing practices to ensure you're working as efficiently as possible.

Why is it Underused by Marketers? It's often easy to fall into repetitive publishing and sharing habits, based on established industry habits; publish on a Monday morning then share on Facebook, Twitter and LinkedIn, schedule a few more posts at a similar time, maybe some in the PM, repeat. Instead, although Facebook still accounts for 30% of space where users share content, 2016 has seen WhatsApp and email overtake Twitter and Pinterest as the next biggest spaces people share content. Also, did you realise that desktop users share more often on Pinterest than on Twitter? Food for thought in terms of your social sharing.

What are the Benefits? Getting a fully optimised social sharing practice will help you get the most out of these channels. Just putting content out there in outdated or generalised ways and hoping for the

best isn't unlocking the full potential. Once properly optimised, the leads which will come in will be more likely to become conversions as they have viewed your content at the right time in the buyer's journey. In essence, instead of seeing and bypassing your content when seeing it at an inopportune time, it's there waiting for them when it's more convenient and they have time to get enthused. This will make them more likely to share it further (reaches more people and builds your authority) or take action themselves.

Who Should Use it and Who Shouldn't? This applies to all who produce and share content as part of their marketing campaigns.

Will this Remain Underused or Will it Become More Popular? It requires dedication to keep responding to your follower's habits. Don't just stand still and be repetitive on when you publish and share content, and you will always be ahead of the competition.



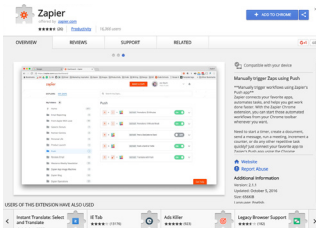
A extra helping hand

Apps and Extensions

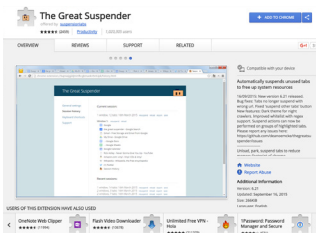
What Apps and Extensions Do We Recommend?

We use different Apps and Extensions on a daily basis so you can rest assured that all of the following suggestions have been tried and tested by the team here at Digital 22.

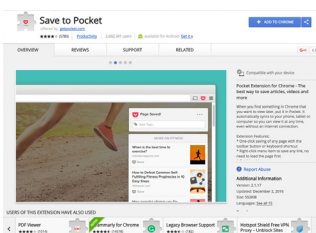
Here's a list of some of the Apps and Extensions we highly recommended:



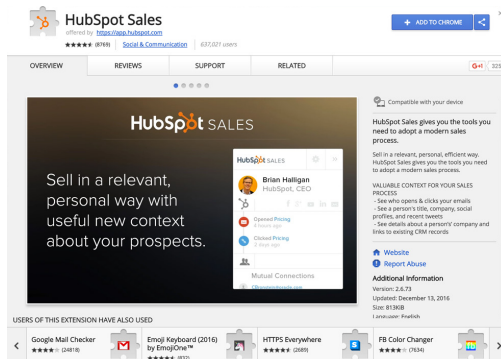
If This Then That and Zapier are tools which allow you to manage your time and extensions seamlessly, helping to remove the laborious nature of transferring data manually or keeping on top of file storage. They make remembering to complete mundane or laborious administrative tasks a non-issue as they do it for you. They also improve work speed as they can allow your previously incompatible apps to interact with each other; for example, your new contacts on HubSpot can now be automatically added to a master spreadsheet in Excel.



Tab Hibernation and The Great Suspender are Chrome Extensions that suspend unused tabs to free up your processing speed and allow slicker working. Your computer runs at normal speed and you get to keep open all your tabs you want to use, but they don't slow you down.



Pocket and Instapaper are apps where you can save articles and videos to check out later. You may already use apps like this, or just leave them open in a tab, but we recommend both of these if you haven't tried them.



There are both free and paid versions of HubSpot's great sales tool: HubSpot Sales. This tool, formerly known as Sidekick, taps into HubSpot's leading CRM platform expertise. The accumulation of data about contacts and the organisational tools make sales teams' lives a whole world easier.



This browser extension allows you to see what scripts a website is running and find out which platform it is built on. This aids research and monitoring of the competition, making sure you have the full picture of the options that are being used in the digital area of your industry.

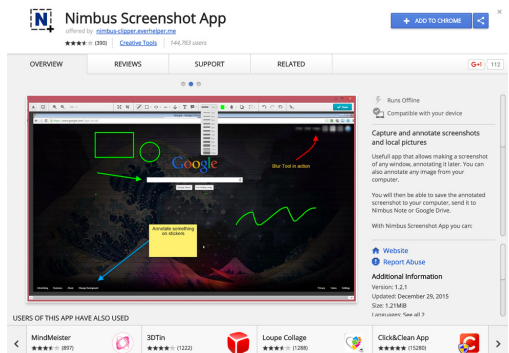




This Chrome extension, ColorPick Eyedropper, is a quick and easy way of sourcing exact colour matches and the best of the tools we've used in the office. It generates pixel accurate RGC and Hex colour codes and copies them straight to your clipboard.

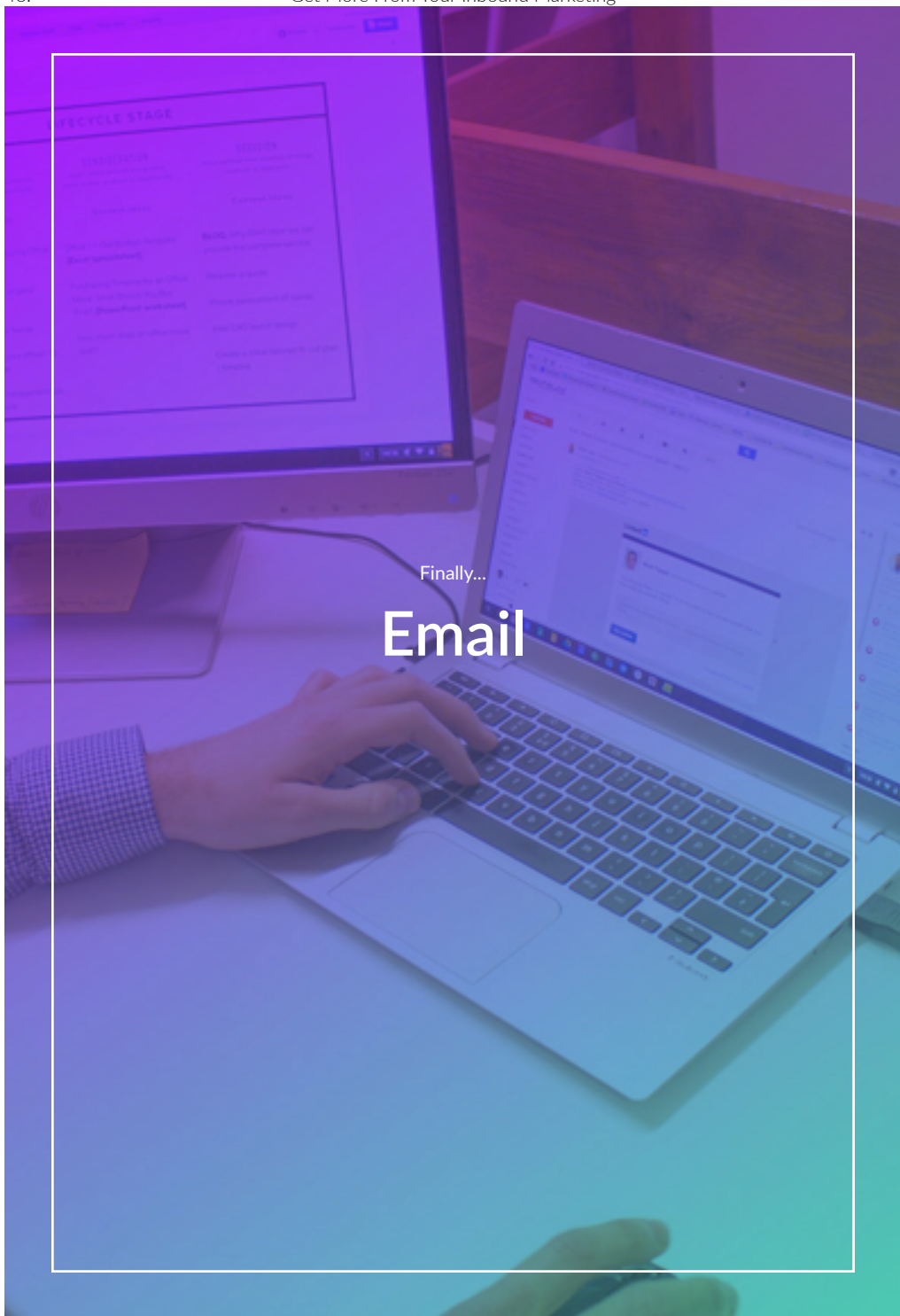


Nimbus' screenshot tool offers a great range of options to use on your screengrabs. This browser extensions allows various options of which parts of your browser you want to grab and then includes various editing options which are quick and easy for blogging.



Finally...

Email



What About Email?

Email is one of the oldest and most used digital marketing methods. In the last few years it has gone through a renaissance, having seen spam be filtered out more effectively and marketers now using it in ways which add value to the receiver.

To find out more, click or press the Sub-Topic you are interested in to jump straight to that page. Pressing the title on the page you are viewing will bring you back to this page.



- Workflow Best Practice
- Improve Open Rate
- Improve Click Through Rate

Written by...

Our Content Team:



Andrew Thomas



Steph Barnes



Paul Mortimer

HubSpot's email workflow

Email Workflow Best Practice

What is it? Making sure your automated marketing emails are performing as well as they can be. This is done by tailoring and creating intricate workflows*, with various rules and commands along the lines of; "If contact clicks X then send Y email. If not, send Z then add to workflow A", and so on. When done in a comprehensive way, this will make sure each recipient: A. Doesn't notice they are in a workflow; B. Doesn't feel like they are in a sales process; C. Then feels special; and, finally; D. Converts. *We call them "Workflows" because that is the HubSpot customer relation management tool, which we use, but you may know them as "Drip Campaigns" or "Email Automation".

Why is it Underused by Marketers? Firstly, many companies aren't even using them. But, also, way too many workflows are repetitive and generic and they all feel like each other. Following best practice negates this and sets you apart.

What are the Benefits? Emails in your workflow will stand out and be more likely to gather clicks through, which means leads are being nurtured along the buyer's journey effectively. Users will go on to engage with more of your content and (providing this is also up to scratch) be more likely to become a contact/customer and then promoter.

Who Should Use it and Who Shouldn't? It can only be achieved by those using a fully workable and inclusive CRM, like HubSpot. And it shouldn't be used by those who aren't ready to capitalise on the increased number of conversion-ready leads.

Will this Remain Underused or Will it Become More Popular? Whilst "standard" workflows deliver results this will remain underused. For the sake of some extra work at the outset, you can nail it with a proper workflow before it becomes the norm.

Improve Opening Rate

What Is It? Doing more than just altering the copy in your subject line - there are a thousand and one blogs offering advice on that. Besides doing this, you should also experiment with timing and targeting, as well as sending again to those who didn't open originally.

Why Is It Underused By Marketers? It takes time and needs a very healthy supply of contacts to allow some comparison of performance.

What Are The Benefits? If the reader is keen enough to open your email, and your copy within it is doing its job, the leads that result should be improved in both numbers and engagement level.

Who Should Use It And Who Shouldn't? You need a large database of contacts to get reliable results. Otherwise personal user preference and context is too influential.

Will this Remain Underused or Will it Become More Popular? This is employed to some degree by every marketer - or should be anyway - but the extra 1% difference for yourself can be found by conducting thorough, tracked, documented and actionable changes and experiments.

Improve Click Through Rate



What is it? Having the confidence to experiment fully with your email content, doing whatever works to improve click through rates. Changing copy, time of sending, image type and use, type and location of CTAs, and tweaking personalisation (of both sender and recipient) all need to be altered until you find what resonates with your audience.

Why Is It Underused By Marketers? It relies on having a good number of contacts to allow some comparison of performance.

What are the Benefits? More traffic to your site and landing pages, ultimately leading to more

conversions. Having already signed up to receive your email, you have once again got a user motivated to follow your CTAs and sign up for more content or engage to make a purchase. Which is great nurturing.

Who Should Use it and Who Shouldn't? Most effectively used by those who have got email openings sussed out and those who have enough contacts to compare changes against each other.

Will this Remain Underused or Will it Become More Popular? Not necessarily underused if done lightly, but doing it to a proper level is easy to begin neglecting for busy marketers.

Bibliography and Further Reading

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Google Micro-Moments:

- [Your Guide to Winning the Shift to Mobile](#)

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- [The Future of Content Marketing](#)
- [11 Intelligent Examples of Inbound-y Ads in the Real World](#)

If This Then That:

- [Discover](#)

KPCB:

- [Internet Trends Code Conference](#)

Rebelytics:

- [How to deal with crawl errors in Google Search Console \(Google Webmaster Tools\)](#)

Similar Web:

- [Social Media App Usage Down Across the Globe](#)

SumoMe:

- [The New Social Sharing Best Practices](#)

Think With Google:

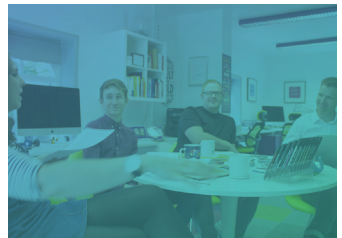
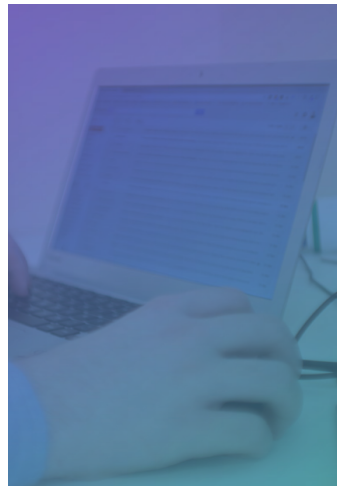
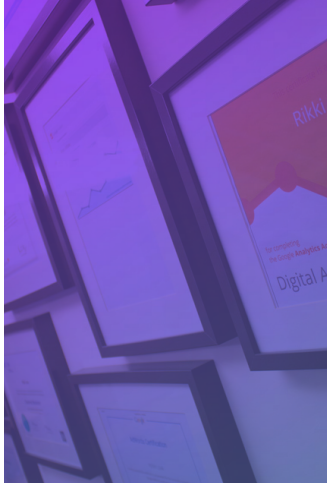
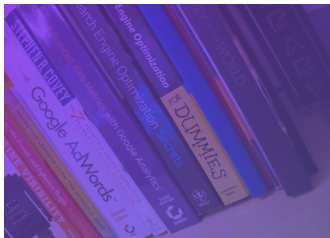
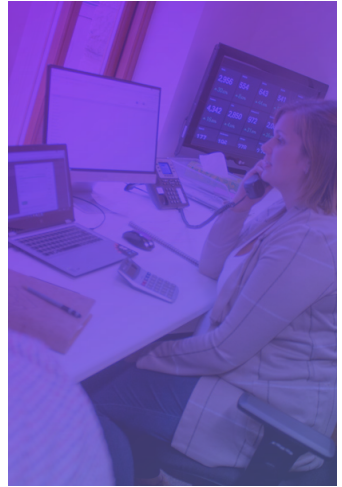
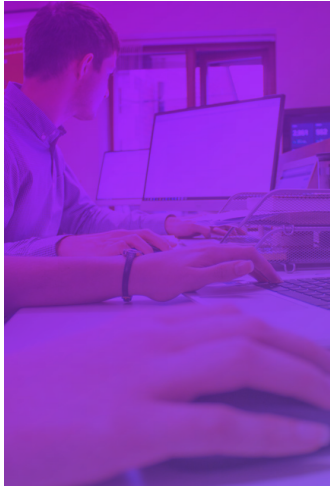
- [Think with Google](#)

Wordstream

- [The Wordstream Blog](#)

So, now you know how to get more from your...

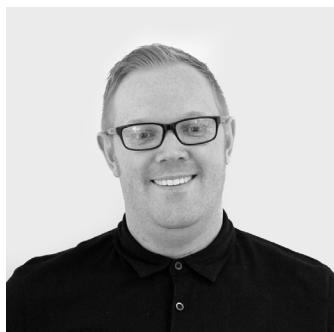
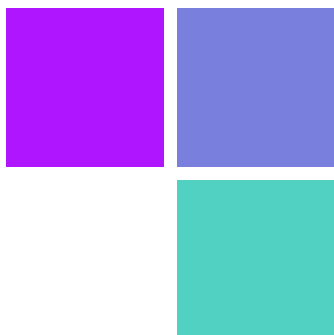
Inbound Strategy

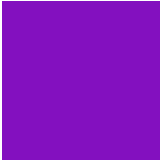
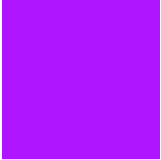
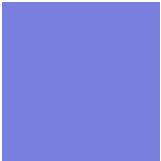


Just in-case you were wondering...

Who We Are

We are an award winning inbound marketing agency, a Google partner and also a Platinum HubSpot Agency. Inbound Marketing is just one aspect of what we do and has helped us become one of only a handful of Platinum partner agencies in the whole of Europe. To find out more, get in touch or you can keep scrolling to see another great free resource.





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We Help Companies Grow!

From Market Leaders to Award Winning National Companies, Here are Some of the Companies we Have Worked with...



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Conclusion

And there you have it: 50 pages of helpful inbound marketing insight. Did we miss anything that you think should be in here? Let us know.

In the meantime, keep this resource handy and dip in and out of the relevant sections. It's designed to be a handy reference tool, full of ideas for you to experiment with. Let us know how you get on.

We hope you find it useful and if you need anything else, our teams will be right here to help you.