

5 Killer Digital Marketing Tips For This New Year

META TAGS

Meta titles and descriptions allow you to drive better quality traffic to your site by influencing a user's decision about whether your site is relevant to their search and worth clicking.

- Update meta tags to reflect New Year promotions, while ensuring they accurately represent what to expect on the landing page (otherwise visitors will just bounce).

They should include the keywords you're targeting for that page, but in an appropriate descriptive and interesting manner. Then 'fetch as Google' in Google Search Console to force reindexing.

Here are some good examples brands have used for their Christmas campaigns:

Christmas Gifts | Xmas Presents & Gift Ideas | IWOOT

<https://www.iwantoneofthose.com/offers/christmas-gifting.list>

Get festive with our **Christmas gifts** for 2017. Discover our great range of **xmas presents** for all. FREE UK delivery available on orders over £10!

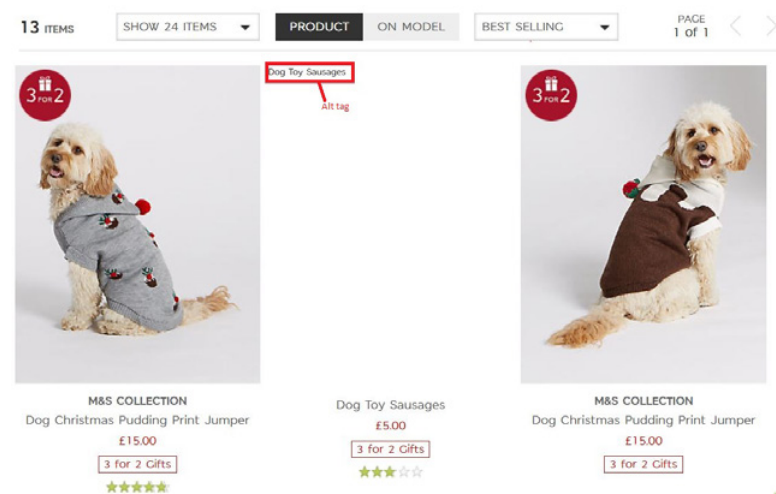
Unique Christmas Gifts - New For 2017 | GettingPersonal.co.uk

<https://www.gettingpersonal.co.uk/christmas-gifts>

We all know someone with a silly side and our novelty **Christmas gifts** like Toilet Golf, the Beer Belt or the Inflatable Zimmer Frame will be sure to make their festive period a funny one! Perfect as a secret **santa gift**, we have plenty on offer for less than £10!

Alt attributes provide a lot of information to visitors when images aren't loaded, particularly those using slow browsers or for visually impaired shoppers who use screen readers to express what the graphic represents.

- Ensure the alt tags images for images on key seasonal pages are as descriptive as possible; maximise impact by avoiding being overly wordy and avoid keyword stuffing.



- Keep up your technical optimisation activity all year long. Download [this eBook](#) to help you.

SOCIAL MEDIA

Social media plays a vital role in influencing customers' buying decisions.

It's also the perfect tool for telling your brand's story to capture customers' attention with the aim of growing sales both in-store and online. If you have built a rapport with customers over the rest of the year, it's likely they will be more interested in what you have to offer when they're ready to buy.

- Generate engagement by running polls or contests (where the platform allows it). Share photos of employees – inject some personality.

- Image-centric networks such as Pinterest and Instagram are great platforms for showcasing new or discounted products and encouraging shares.
- Create a sense of urgency. The fear of missing out - FOMO - can be a potent motivator. Create excitement and a feeling of immediacy with limited edition products. Highlight closing or end date for offers.



EMAIL CAMPAIGNS

[Email marketing](#) is an enduringly effective way to reach out to your audience and drive quality leads to your business.

Throughout the build-up to the most notable days in the retail calendar, build hype around your campaigns with a targeted email marketing strategy.

- Differentiate. It's must that you highlight your USP – put it front and centre on your landing pages, whether it's free delivery or additional warranties, let your visitors know the reasons they should choose you over your competition.
- Give a little bit extra to deliver real value, such as a discount code or exclusive offer.
- Don't forget landing pages: they should have the same message, look and feel as the email marketing that drove the visit, as well as a prominent call to action (CTA).

To the right is an example of a great email from clothing retailer Asos:

Holiday offer ends tonight

BN Bonusprint News <news@bonusprint.com>
Mon 09/01/2012, 16:32
You is

Getting too much email from Bonusprint News <news@bonusprint.com>? You can unsubscribe

If this email does not display correctly, please [click here](#)

BONUSPRINT SALE BONANZA! Final Day

Photo Books | Photo Prints | Wall Décor | Photo Gifts | Calendars | Photo Cards

New Year Sale ENDS TONIGHT

If you've got great photos from the festive season or received a new camera for Christmas don't forget our 33% L and XL photo books, 50% off greeting cards, 3 for 2 calendars and lastly a massive 33% off all your photo prints. Preserve your 2011 moments forever!

Promotion code: **33NBPRNT**
All promotions valid until midnight GMT 09 01 2012

33% Off Photo prints

[Claim Now](#)

Final reductions: up to 70% off – this is it!

ASOS Sale
Wed 04/01, 13:01
You is

Getting too much email from ASOS Sale? You can unsubscribe

YOU HAVE 100 CLEARED VOUCHER POINTS! LEVEL 1 ONE KEEP SHOPPING KEEP EARNING!

ASOS
New In | Dresses | Shoes | Sale

SALE FINAL REDUCTIONS
UP TO **70% OFF***
[SHOP NOW](#)

New Year's resolution: stop buying clothes!
Day 1: easy.
Day 2: easy.
Day 3: easy.
Day 4: OMG. Final reductions at ASOS? BYE!

PPC

PPC allows you to target specific areas with location-based advertising - particularly useful for an audience who are out and about hitting the sales. You can also dynamically adjust your ad copy based on a visitor's location - a powerful opportunity to personalise them, particularly when combined with mobile-specific copy.

Other tips include:

- Review daily performance and adjust the settings in your account to ensure your ads are having an impact. Review and tweak your ads' wording to emphasise their relevancy to potential users, paying particular attention to headlines and CTAs.
- Combat cart abandons by identifying terms that are converting and have good costs per acquisition, and ensure you're using exact match bids to increase control over budgets.
- Monitor stock levels for top sellers and ensure you have a backup campaign ready to be deployed in AdWords in case you sell out.
- Use promotion extensions to target customers who are searching for special offers and sales in the new year. You can include details of offers or discounts. Below is an example:

Papa John's Pizza Bebington - Get £10 Off When You Spend £25
Ad www.papajohns.co.uk/Offers ▼
 Get £10 Off Any Order £25 Or More When You Pay With Visa Checkout. Order Now!
Deal: 33% off All Pizzas Online
 Sign Up To Papa Rewards £10 Off Student Discount
 Papa's Quality Guarantee All The Latest Deals Here

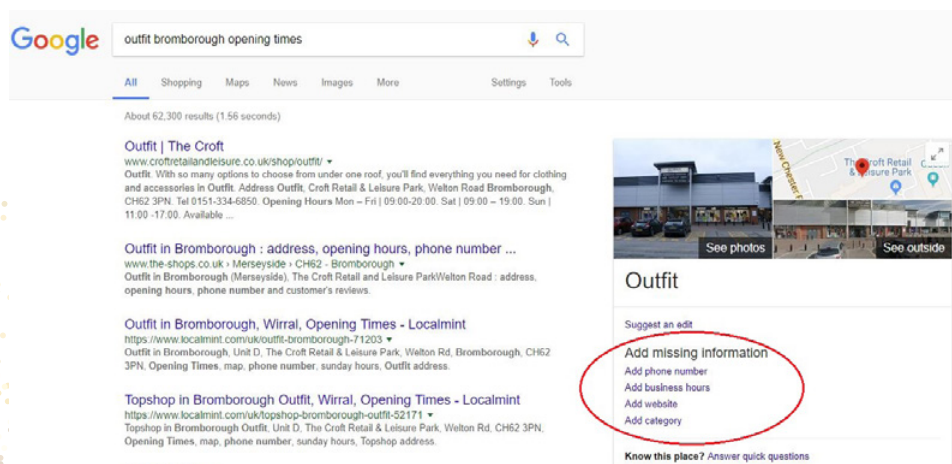
LOCAL SEO

It takes time to see improvements in your organic search visibility; successful SEO takes a consistent and structured year-round strategy.

However, there are steps you can take to make it quick and easy for customers in your area to find your business online when searching organically.

- Optimise relevant landing pages for local terms. Include your business name, targeted local keywords and the business location.
- Embed a Google Map on each location landing page.
- Ensure you have an up-to-date Google My Business profile. It's free and the information you provide about your business can appear on Google Search, Maps, and Google+.

In this example, the business has a golden opportunity to add further details to their business listing:



- Use semantic markup to highlight your business details and enhance your brand's local search profile, including your business address, postcode and telephone number. Not many businesses make use of markup, so this could help you steal a march on your competitors.

```

<div id="storeAddress" itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
  <h1 class="branchName">Chester</h1>
  <div class="storeAddressInnerContainer">
    <span class="branchAddressLine" itemprop="streetAddress">Grosvenor Shopping Centre</span>
    <span class="branchAddressLine" itemprop="streetAddress">10-14 Newgate Row</span>
    <span class="branchAddressLine" itemprop="addressLocality">Chester</span>
    <span class="branchAddressLine" itemprop="postalCode">CH1 1ER</span>
    <span class="branchPhone" itemprop="telephone"></span>
  </div>
</div>
  <span class="branchLocalInfo"></span>

```

Find more about local SEO in this [downloadable eBook](#).

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Digital Agency of the Year in 2017, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

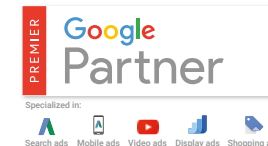
eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

OUR ACCREDITATIONS



OUR AWARDS



OUR TECHNOLOGIES

monitor **TRAX**™ rank **TRAX**™ feed **TRAX**™ link **TRAX**™ pro **TRAX**™ page **TRAX**™