



101 THINGS you need to know about DIGITAL

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Written by
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Digital Deepdish is a Powerful Impact Empowerment, LLC company.

To my mom & dad. You guys are still my inspiration.
To my students, fans, partners and Digital Deepdish team...
To everyone that has had a visible "AHA!" moment when I taught them something.
You're the reason I do this. More to come...

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101 Things You Need To Know About Digital

Digital isn't just
"marketing". It's the
entire way we live,
work and play today.

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Digital is one part art and one part science. One cannot live, over time, without the other.

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It doesn't matter the social
vehicle. Social Media is a
conversation.
Monologues are for comedians.

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Learn marketing first.
Technology and tools second.

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A digital “campaign” isn’t an event. It’s a series of events that lead towards a well defined goal.

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Almost half of all web traffic is from mobile. More than half of all websites are NOT mobile friendly.
#opportunity.

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Even though it's said
to be best practice,
remember that even
your "About Us" is not
ABOUT YOU!

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Don't jump on the latest and greatest website or tool because it's there. Find promotional vehicles you can commit to and be consistent with.

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Email is like real life...
If the only time you
email me is for money,
I'm going to avoid you
like the plague.

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JOIN NOW

Don't build an app
because you can.
A bad app is much
worse to your overall
brand than being
APP-less.

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JOIN NOW

Just because you own/founded/sold
a startup doesn't mean everyone
else is a n00b.

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JOIN NOW

The web is open
24/7/365 days a year.
Your digital presence
should never take a
holiday.

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Best practice... Requires
PRACTICE!

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Don't make a cat video, unless you sell products to cat people, or well... cats.

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A great idea, a shiny tool or a new client, does NOT make you a “Strategist”. Learn how to research, plan, execute and communicate to your stakeholders effectively.

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There aren't specific statistics in this book because 73% of all statistics are made up on the spot. See... Gotcha. Be careful.

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FAQ: When will the
website be finished?
Answer: Never.

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Be careful with declaring your startup as the “new” whatever...
It’s fine to explain it for clarity,
but have your own identity.

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For most businesses, it's a must to send regular email, but calling it a "newsletter" makes it about you. Call it something else. Creating content that's valuable for your reader is the value to them.

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At the end of the day, it doesn't matter if it's email, social media, SMS, phone or snail mail. They are all just lists. It doesn't matter the list or the number of people on the list. EVERY person on EVERY list MATTERS!

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If the ONLY conversion you measure is sales, you're missing the long game and the bigger picture. The true value in marketing is maximizing a relationship.

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Buying an ad and rolling out a full campaign are not the same thing. A campaign consists of multiple parts.

Multiple engagements.
Multiple touch points. Don't sell you or your customer short with just an "ad."

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Trying to always sell to your customer on the first engagement is like trying to marry a girl on the first date. It happens, but you might not want that customer...

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Giving people a way to escape your marketing funnel should be as important to you as getting them into your marketing funnel. A beautiful butterfly that won't stop buzzing is still a pest.

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Don't be married
to your tools. It's
ok to upgrade and
switch. Still, too much
switching burns out
the light bulb.

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JOIN NOW

You can't have too much data. It's just critical to know what data to collect before you start collecting it.
Hint: (whisper) Your IT guys aren't marketers... :)

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Being completely reliant on any one website to give you a platform to communicate with your users, is like having only one parking spot outside of a shopping mall.

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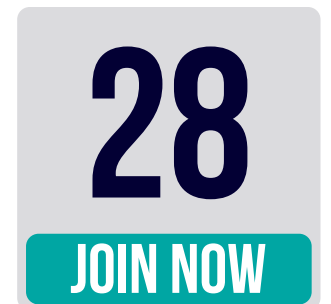


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Backup your database.
No really...
BACK UP YOUR DATABASE!

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I know sometimes it is necessary, but sending all your emails from **donotreply@yourwebsite.com** is almost like saying “I really don’t want to speak to my customers”.

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If your organization is too slow to keep up with your digital initiatives, then let the digital work outside of the organization.

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Don't let the bright shiny colors of your website stop you from testing to see if it works.

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The value you provide to your customers is more important than the value they provide you.

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Saying that something won't work for your business or organization like it works for somebody else, might just mean you don't know how to make it work.

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It's ok to ask for help or get outside assistance. You can't be good at everything. Just be clear about what you want and what you expect. Then pull the trigger and see what happens.

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It's fine to watch what others do, but don't steal the whole campaign.

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If your team asks, “Did you Google it?” more than twice a day, you should try it more often.

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Tools are great. I love tools. Some tools are too expensive, bloated or don't work. Find a way to use another tool in an "out of the box" kind of way.

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JOIN NOW

Don't be the "TOOL" that
doesn't work.
See above.

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Any chance you get
to listen to your
buyers, don't miss the
opportunity...

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If your competitor
changes course to
follow you, you're
doing something right.
Now, stop leaving
breadcrumbs.

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It is however adviseable to drop cookies. See above.

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There is Googling
something and then
there is using Google.
You need to be able to
find things others can't.

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JOIN NOW

Don't rely on one source of traffic. It can go away tomorrow.

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There are a lot of other places to buy traffic besides Google and Facebook.

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People are reading less and less. Use video. No, it's not expensive. It's priceless.

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Amazingly, your banner
ad will probably NOT work
on the first try.

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FAQ: Can B2B businesses use digital to promote themselves?

Answer: Yes and they absolutely must like B2C, non-profits, universities, zoos, locksmiths and your local deli with the best hero ever made.

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SEO isn't dead. It's just that now you actually have to create real content that has value instead of underground, black box, ninja tricks that amuse only you.

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Marketing department
meet the IT department.
IT department meet the
Marketing department. Now
play nice, make friends and
talk digital every day.

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If you hand your agency a large budget and their answer to most questions about how they do it is “That’s proprietary...”, you might want to rethink your agency.

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More often than not, the goal that you have set isn't the goal that stakeholders care about.

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After a while digital DOES
get easier. Then, it will
change drastically again.
Get over it.

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Paid traffic with no plan to leverage it on the backend is not marketing, it's a donation.

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JOIN NOW

Data and analysis is critical to the successful campaign. Just don't put it all in your presentation. Your audience can sleep at home.

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JOIN NOW

More campaigns fail
because there is no plan,
not because there isn't
enough budget.

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Rather than spend money on reputation management, invest time in your overall customer experience.

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JOIN NOW

Whenever possible, offer enough value up front that people want to register or opt-in. If you don't capture and own your users, you'll always be looking for a new customer.

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There is too much information out there. We agree. Now, just don't be the only one without any.

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JOIN NOW

Don't obsess over privacy.
You shouldn't fear things
that no longer exist.

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With great power
over other people's
data, comes great
responsibility.
See above.

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JOIN NOW

Test, test, test. Then test
the test. Then test the
tester. Repeat.

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JOIN NOW

I'm sorry... but, you really do need to check your email more than most people.

Share this eBook!



The probability that you'll be called on to explain your explanation is highly likely.

Share this eBook!



The probability that your explanation will turn into a short training on digital is even higher. See above.

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Bookmark everything!
Preferably in a tool that
allows you to tag, search
and share later.

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JOIN NOW

Even if you're not going
to use a great new
tool you found, at least
learn what it does.
You'll need it later.

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JOIN NOW

Know what every single one of your colleagues does, even if it doesn't directly relate to what you do. This is just good practice in general, but in digital, it's mission critical.

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You can't analyze what you didn't track after the fact. Make sure you set up to track everything, BEFORE you launch your campaign. You can't analyze data that's not there.

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Don't release content for the general public that can't be shared socially. That's like trying to have a "secret" sale.

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The biggest secret of content is repurpose, repurpose, repurpose. Your video can be audio. Your audio can be text. Your article can be a short social post. Be creative.

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My best advice on email subject lines is to say what you would say to your best friend to get up off the couch after a long day and come back out for dinner. If that doesn't work, "bribe" them.

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If you have a stuffy brand,
that doesn't mean you have
to have stuffy marketing.

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For the most part, without guidance, many creative departments will take your marketing messages and make them “pretty.” However, pretty doesn’t mean profitable. Try to keep final control over the marketing message.

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The most you think you can
do with your database, is
usually just the beginning.
Look deeper.

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Don't avoid traditional advertising.
Traditional can become part of
your digital campaign.

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People don't follow, subscribe
or like a company or brand.
They like the person, brand or
message behind it.

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You can't eliminate waste in your media buys, but you can eliminate media buys that are wasteful.

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A “click” is only the beginning.
Focus on what you
communicate at each step
after the click and you won't
have to obsess over the click.

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If you can't read the resume
and know what it means,
you shouldn't be doing the
hiring for that position.

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JOIN NOW

A great user experience is one that is intuitive and familiar no matter where you are or what device you are on.

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JOIN NOW

Although it's important to do your best, don't obsess over creative. Ugly websites make money.

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Outsourcing works and if you're small, it's necessary. It's like anything else. You have to learn how to do it.

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JOIN NOW

Learn to ask for what you want. If you don't have a call to action, your register won't ring.

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JOIN NOW

They call them users
because they USE your
product or service.
Have you used what
you're marketing lately?

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#Hashtags are meant to emphasize and tie things together. Not to fill up space.

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JOIN NOW

If you're not
reaching out to your
database regularly...
Your competition is.

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JOIN NOW

Yes, everything you do is
being tracked. Get over it
and start BEING a tracker.
An ethical tracker!

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JOIN NOW

No matter what your users do, thank them... I think your mom would agree with this one.

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JOIN NOW

If you don't know what your customers want, don't guess.
Ask them.

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Fire your pixels daily, not your vendors and partners. Learn from them and learn to ask the right questions.

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JOIN NOW

The new web is visual.
If you can't design well...

Hire Astrid. She designed this book.
hello@astridrengifo.com

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JOIN NOW

You can't ignore what's
not working in your
marketing. Even if what's
not working is you.

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JOIN NOW

We all have personal feelings about what we THINK will be most effective in our marketing. Now put that in a jar and set it out to sea. Then actually plan, confirm and verify so you KNOW what works.

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JOIN NOW

Stop trying to have marketing conversations with people that aren't marketers. However, teaching everyone behind you everything you know about digital will make you so much better.

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JOIN NOW

You shouldn't be afraid to ask for the sale. If you do, you might not be ready to go to market. Try to sell it anyway. The market will dictate.

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JOIN NOW

If you don't have enough money to solve a problem, find a group of other people with the SAME problem and pool your money. You can #crowdsource anything.

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JOIN NOW

As much as I advocate for learning and training, don't hold up an entire campaign until you learn everything. It will never launch. Perfection is the enemy of progress.

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People have two legs.

Horses have four.

Why do you think you can go faster by yourself? Build a team, even if they aren't in your office.

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Look past the names and brands of the tools. It's better to define what value a tool adds than to just be able to talk about it.

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The most important thing to know about digital marketing is...
_____ (fill in the blank)

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JOIN NOW

Lastly, you can't know everything there is to know about digital, but you can try like heck... Invest in your ongoing digital learning.

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Learn. Network. Grow

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