Matchfire

DIGITAL MARKETING TOOLKIT

Managing your digital ecosystem doesn't have to be as difficult as you think. Use this toolkit to help you and your team spend less time in the weeds and more time thinking strategically for your organization.

DIGITAL TEARDOWN

Get into the mind of your customers and experience your brand through their eyes. Here's a step-by-step guide:

POINT ONE
Ecommerce: Browse the store and navigate through products (how easy is it, what are the filter options, does it make sense?). Make a purchase (how easy is it, does it feel secure, how long is the process) How long does the product take to ship (does it arrive on time safely?)

POINT TWO
Customer Service Flow (is it easy to reach customer service when needed)

POINT THREE
Calls to Action - What are your CTA's. (Are they displayed prominently) Conduct a flow for each CTA and go through the process of completing each one. ie. (visit, donate, membership)

POINT FOUR
Social Media - track social media posts for a 20-30 day period. (what is the content mix like - is there variety , do they respond to people's questions/comments on social, how often do you post, do you have a clear voice, are your designs visually pleasing?)

POINT FIVE
Email - If you haven't done so join their mailing list and track how the company interacts with its customers via email. (how often do you post, do they follow design best practices, are they automated, do you have a welcome series, do you get an email when you sign up for their email lists)

POINT SIX
Website - what is the basic web experience like. (Are the CTA's clear? Are you able to find what you need on the site? Is the site visually cohesive)

GOOGLE ANALYTICS

Build a complete picture of your site and its users by collecting the data that matters.

https://analytics.google.com/

GOOGLE ANALYTICS

What to do with it

ONE
Think about your organizational goals, and what information you need to know whether or not you're reaching them. Is that information being tracked in Google Analytics?

- Think event sign ups, donations, downloads, email subscriptions, etc.
- If not, work with a developer to create tracking for these important actions

TWO
What pages are these things happening on? Make sure you're looking at traffic to these pages, and the % of people who are taking the actions you want them to

THREE
Where is your traffic coming from? Where do you want your traffic to be coming from?

FOUR
Does your site sell things? Make sure eCommerce tracking is turned on and working correctly

GOOGLE ANALYTICS

What to do with it (continued)

Collecting data that matters.

FIVE

If you are using AdWords for advertising, make sure the accounts are connected

SIX

Make sure you're getting accurate numbers:

- Exclude IP addresses from your office and any remote employees

- Make sure the analytics tracking code only on each page once

SEVEN

Use UTM codes for any campaigns you're running

- Social, Email, blog posts, everything!

- Use auto-tagging in AdWords if you use it

HOT JAR

Another tool that allows you to see how people are interacting with your website and content.

www.hotjar.com

HOT JAR

www.hotjar.com

Create user experience surveys

Easy to implement code

Track clicks, scrolling, and attention of users on each important page

DATA STUDIO

No more looking at reports on ten different platforms! Save time and money by compiling data from multiple sources into one report. Create beautiful charts and make important decisions based on data.

https://datastudio.google.com/

DATA STUDIO

How to use Data Studio:

[Data Studio Tutorial](#)

DATA STUDIO

Connect your outside data sources to Data Studio:

[*Supermetrics for Data Studio*](#)

EMAIL MARKETING

Choosing an email marketing platform that suits the needs of your organization can be overwhelming, but it's crucial to the success of your overall marketing strategy. Here are some of our favorite platforms, and what you can do with them.

EMAIL MARKETING

Our Recommendations

MA REVIEW COMPARISON

MARKETO

Marketo is extremely intuitive and receives a lot of praise for how easy it is to implement and use. At times, the tool can be a bit slow and buggy, but in general it's a good piece of software.

$895 to $3,175

HUBSPOT

If you're client is a startup or a growing business, then HubSpot is a great solution. HubSpot lets you add basic CRM and sales tools to your marketing automation software at no extra cost.

$200 to $2,400

MAILCHIMP

If your client is a small business looking to get started with easy-to-use email marketing software, then MailChimp should be part of your toolbox.

$0 to $199

SOCIAL SCHEDULING PLATFORMS

Posting to multiple social accounts can be tedious, time consuming, and hard to organize. Finding a scheduling platform that integrates where you need it to and organizes your editorial calendar can save your staff from the headaches that often come with social media. Here's what we recommend.

SOCIAL SCHEDULING PALTFORMS

Our Recommendations

Features	Hootsuite	Buffer	Co Schedule
Free Plan	Yes	Yes	No
Pricing	From $19/month billed annually	$10/month Awesome Plan billed annually; $99/month Business plan	$30 A month
Social Media Platforms	Facebook, Twitter, LinkedIn, Instagram, Google+	Facebook, Twitter, LinkedIn Instagram, Pinterest (on paid plans)	Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tumblr, Buffer
Analytics	Posts, follower growth, engagement, and traffic; basic analytics are free, advanced analytics are a paid feature	Likes, mentions, retweets, and clicks, follower growth	Evaluate each social message, see shares from around the web, campaign/social engagement reports
Collaboration	Yes on Paid Plans	Yes on Paid Plans	On other Plans

DESIGN RESOURCES

You can create beautiful, engaging images for your website and social channels, even if you don't have a full-time graphic designer. Here are some free resources to help you do just that.

PICTURES

Get high-quality, unlicensed pictures,
free to use and easy to download.

Unsplash.com

Pexels

Pixabay

FONTS

For emails, be sure to use standard fonts that will display properly in every inbox.

Fontsquirrel.com

Free fonts, licensed for commercial use

WhatFont

Ever wonder what font is being used on other sites? This Google Chrome plug in has the answer

Font Joy

Solve the mystery of font pairing

COLORS

Finding the perfect color.

Adobe Color

Find the perfect
hue for your brand

Color Pick Eyedropper

Pull a color straight
from a web page

Color Psychology

Colors inspire action
and feelings. Choose
the one that fits your
message

ADWORDS GRANT

$10,000/month in free search advertising for registered 501c3 organizations. Getting approved is easy, and managing your account is easier than you think.
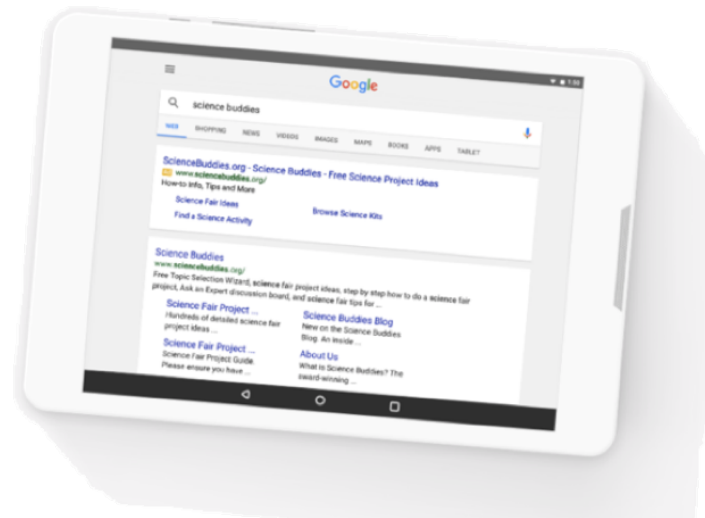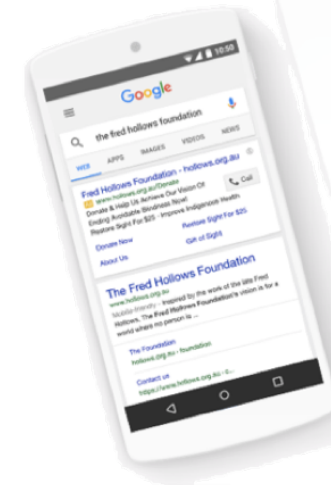
https://www.google.com/grants/

Getting started

Tips for success with Google Ad Grant

HIRE A CERTIFIED GOOGLE PARTNER

Don't have the time or resources to do it yourself? You can search a database of Certified Google Partners like Matchfire to find an agency that can help.

[About Google Partners](#)
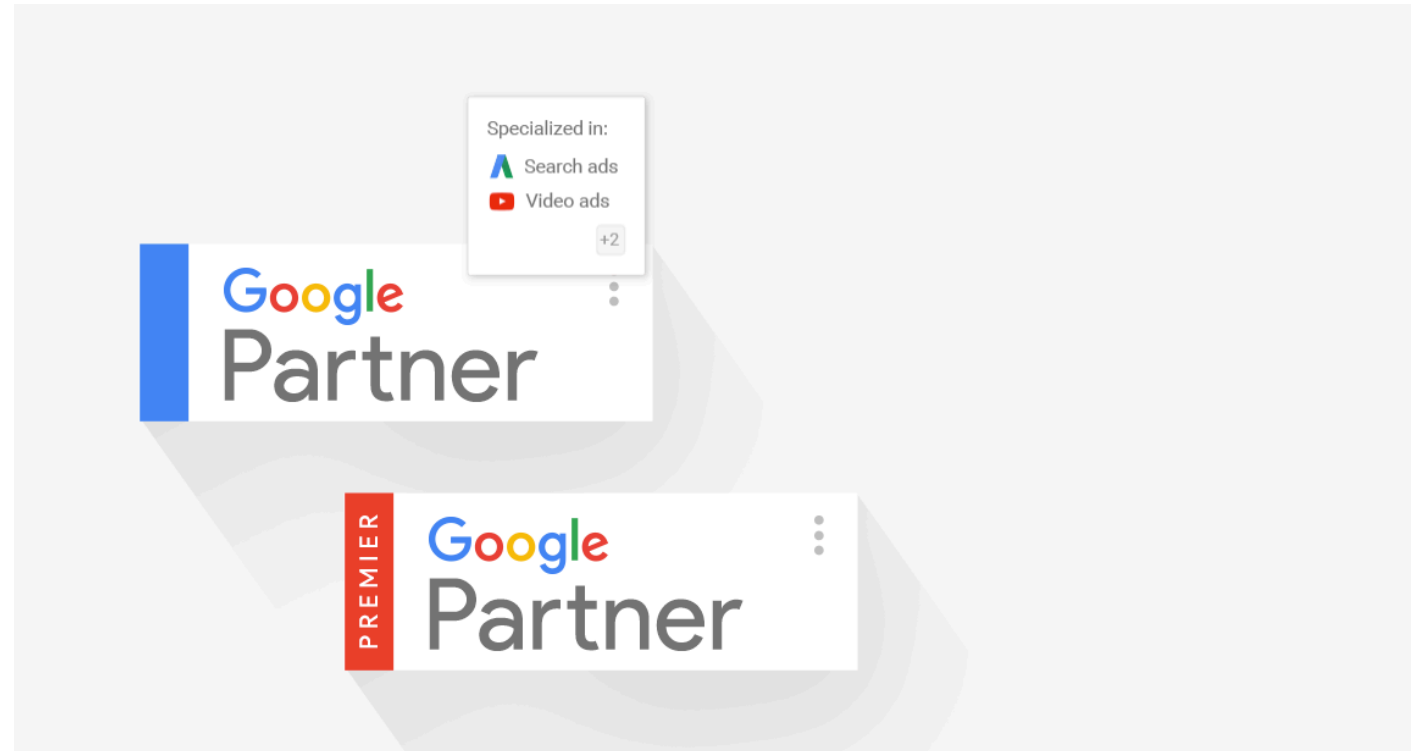
THANK YOU!

www.matchfire.com