





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

The screenshot shows the Google Data Studio interface. On the left is a sidebar with a 'Pages' menu and a list of actions under 'Interact with a report'. The main area features a blue header with the text 'Learn how to view, edit and create a Data Studio report'. Below this, three numbered steps are presented: 1. 'Interact with charts and tables' showing a line chart for 'Sessions' with a callout 'Try mousing over this chart to see the data points...'; 2. 'Set the date and filter your data' showing a date range of 'Oct 11, 2017 - Nov 9, 2017' and a total of '105,779' sessions, with a callout 'Try changing the date to show the last 7 days, including today'; 3. 'Navigate through multiple pages' with the text 'Want to show different aspects of your'. To the right of the steps are two data visualizations: a table of 'Source' data and a 'Top 5 mobile devices' pie chart. The table has columns for 'Source' and 'Sessions' and lists 'google' (58,646), '(direct)' (14,765), and 'youtube.com' (8,177). The pie chart shows device usage with a callout 'what percentage of returning users were iPhone users?'. A legend for the pie chart includes 'iPhone', 'iPad', '(not set)', 'Pixel', and 'others'.

Welcome to Data Studio! (Start here)

Pages <

Interact with a report

- Copy and edit a report
- Edit and add charts
- Date range and filter properties
- Connect to your data
- You want charts? We got charts!
- Share reports and data sources
- Track reports with Google Analytics
- Let anyone see their data in your reports
- Next steps

Learn how to view, edit and create a Data Studio report

1 Interact with charts and tables

In view mode, mouse over charts to show more detail. You can sort tables and scroll through the data.

Sessions

Try mousing over this chart to see the data points...

Source	Sessions
1. google	58,646
2. (direct)	14,765
3. youtube.com	8,177
	7,698
	2,808

1 - 10 / 531 < >

2 Set the date and filter your data

Change the time frame using the date range control. The checkboxes in a filter controls let you refine the data according to the dimension values you select.

Oct 11, 2017 - Nov 9, 2017

Sessions
105,779

Try changing the date to show the last 7 days, including today

User Type (2)

- ☒ New Visitor
- ☒ Returning Visitor

Top 5 mobile devices

what percentage of returning users were iPhone users?

iPhone 31.4% iPad (not set) Pixel others

Welcome to Data Studio! (Start here)

DATA STUDIO

Connect your outside data sources to Data Studio:

[Supermetrics for Data Studio](#)

SUPERMETRICS

HOME **PRODUCTS & PRICING** SUPPORT BLOG ABOUT US JOBS

SUPERMETRICS FOR GOOGLE SHEETS **SUPERMETRICS FOR DATA STUDIO** SUPERMETRICS DATA GRABBER SUPERMETRICS UPLOADER SUPERMETRICS FUNCTIONS

Supermetrics for Data Studio

Pull all your marketing data into Data Studio, directly.

START FREE 14 DAY TRIAL

BUY NOW >

Click Through Rate & Impressions
by Clicks, CTR, and Impressions
Clicks: 12.9K, CTR: 3.0%, Impressions: 425.0K

Conversion Rate & Cost
by Conversions Rate and Cost / Conv.
Conversions: 542.0, Conv. rate: 4.2%, Cost / Conv.: \$5.70

Cost Per Click
by Cost, CPC, and CPM
Cost: \$3.09K, Avg. CPC: \$0.24, Avg. CPM: \$7.26

Top Campaigns
by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / Conv.
1. Campaign: Strategy	4.76%	\$0.17	\$1.16
2. Campaign: Branding	3.44%	\$0.65	\$1.76
3. Campaign: Dynamic Search Ads	3.37%	\$0.17	\$0.51
4. Campaign: Accessories	3.09%	\$0.19	\$0.67
5. Campaign: Tablets	2.1%	\$0.23	\$0.92
6. Campaign: Action Wear	1.85%	\$0.23	\$1.95

Device Breakdown
by Clicks, Cost, and Conversions

Clicks, Cost, Conversions

Build Data Studio reports like this in minutes!

Best-of-Breed Integrations



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 your 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](https://unsplash.com)



[Pexels](https://pexels.com)



[Pixabay](https://pixabay.com)

FONTS

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



[Fontsquirrel.com](https://www.fontsquirrel.com)

Free fonts, licensed for commercial use



[WhatFont](https://whatfont.com)

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

Aa

[Font Joy](https://fontjoy.com)

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](#)

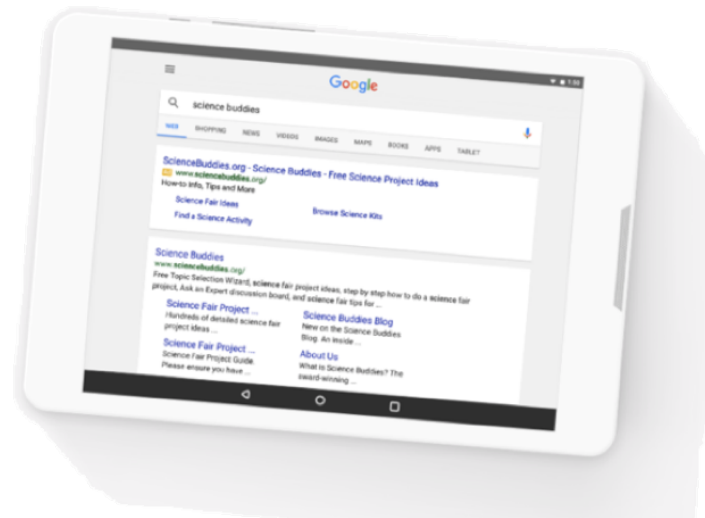
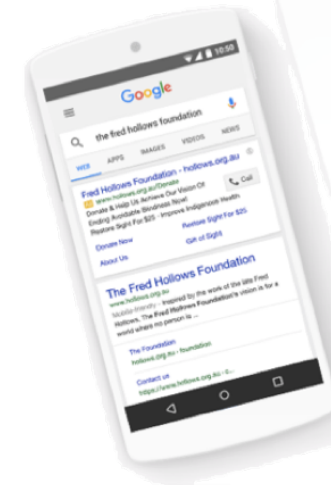
[Tips for success with Google Ad Grant](#)

BENEFITS

Designed to help you flourish.

The more frequently your ads appear next to Google search results, the more people will be aware of your cause. That can translate into more donations and more volunteers — the lifeblood of every nonprofit.

[LEARN MORE](#)



HOW IT WORKS

Put Google Ad Grants to work for you.

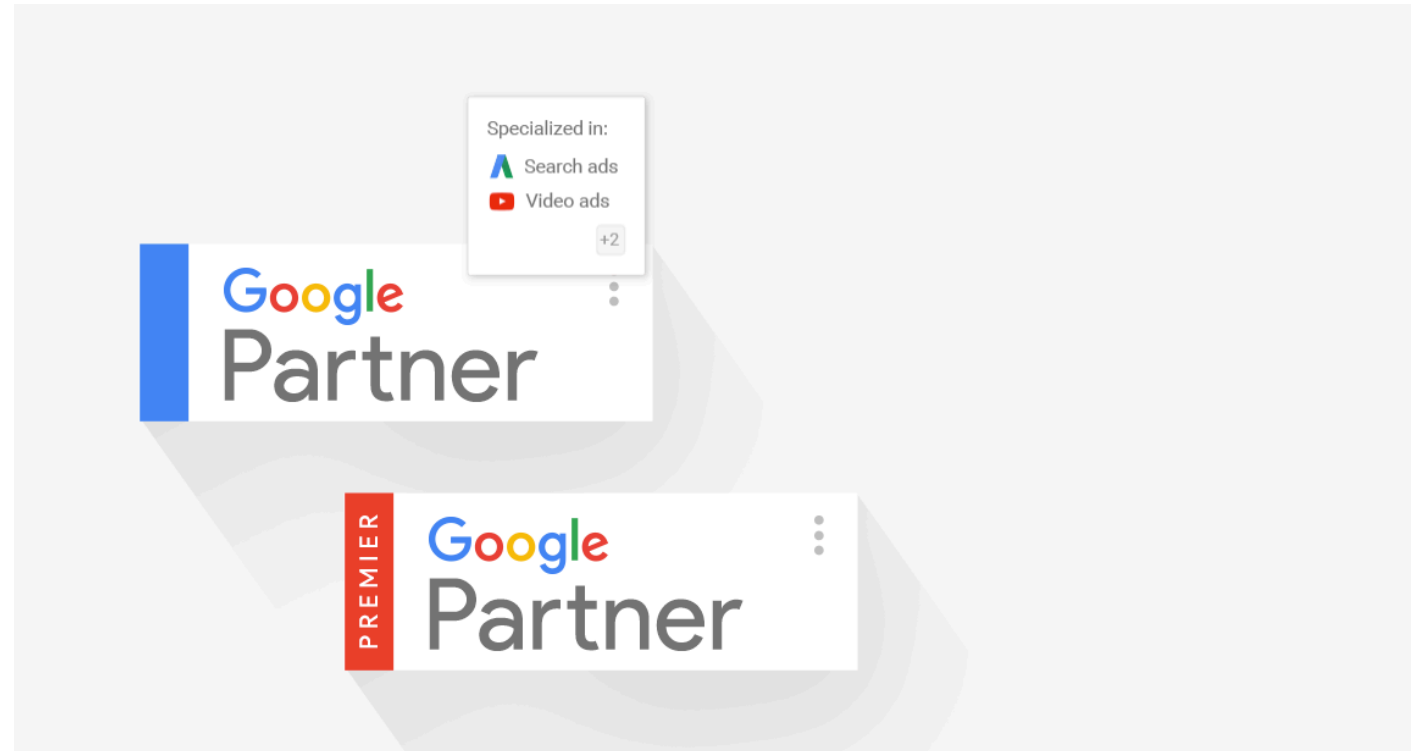
Google Ad Grants works just like Google AdWords online advertising, by displaying your message to people who are searching for nonprofits like yours. If you're a qualifying nonprofit, you'll receive \$10,000 USD in in-kind AdWords advertising every month.

[LEARN MORE](#)

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

