

Digital Marketing Basics for Beginners



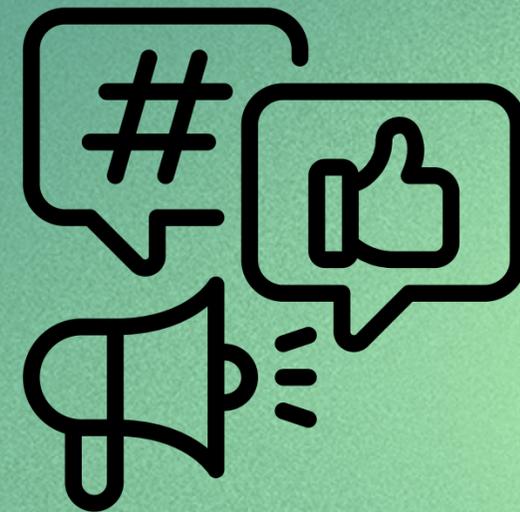


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Introduction

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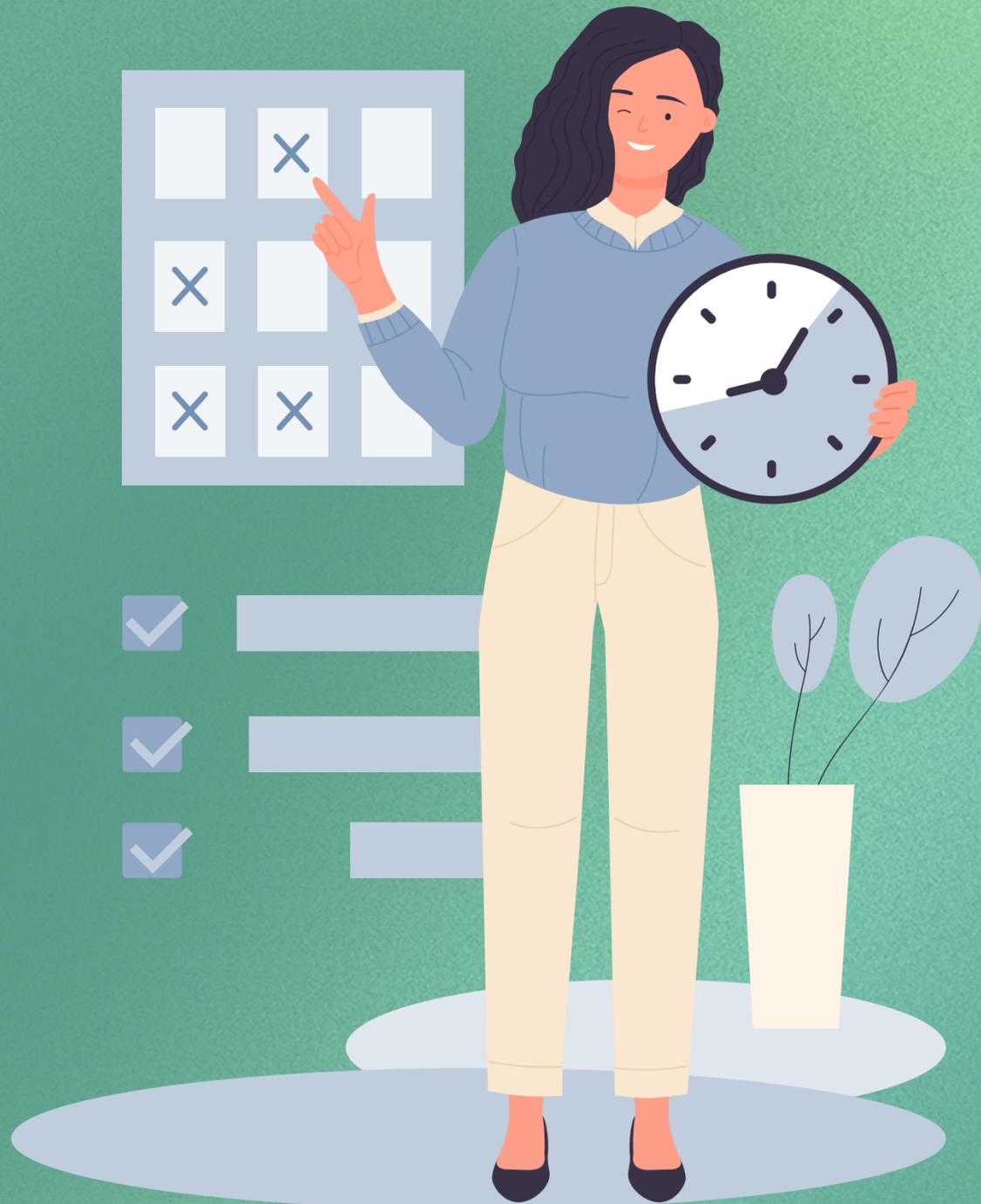
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Agenda

- . Basics of Digital Marketing and Online Branding
- . Importance of Personal Branding and Online Presence
- . Knowing your target audience
- . Introduction to SEO (Search Engine Optimization)
- . Simple Steps to Improve Online Presence
- . Q&A and Wrap-Up



Before we start

Do you currently use any digital marketing tools or strategies in your business?

Poll in Google Meet



Basics of Digital Marketing and Online Branding



Key Components of Digital Marketing

Content Marketing:

Examples: Blog posts about mortgage tips, videos explaining loan processes, and infographics on financial planning or what to think first when start expanding your business.

New Zealand Context: Highlight local market trends, regulations, and case studies specific to New Zealand.

Social Media Marketing:

- LinkedIn: Professional networking, sharing industry insights, and client testimonials.
- Facebook: Engaging with local communities, sharing news and updates.

New Zealand Context: Participate in local online communities and use hashtags relevant to New Zealand's financial market (#NZMortgage, #NZFinance) - take notes from the conversations.

Key Components of Digital Marketing

Email Marketing:

Strategies:

- Newsletters: Regular updates on market trends, new services, and success stories.
- Personalized Emails: Tailored messages based on client needs and behaviours.

New Zealand Context: Address local economic conditions, regulatory changes, and how they impact clients.

Search Engine Optimization (SEO):

Key Techniques:

- Keyword Research: Identify relevant keywords (e.g., "business loans", "mortgage broker Wellington", "home loans Auckland").
- On-Page SEO: Optimize title tags, meta descriptions, and content for target keywords.
- Content Quality: Regularly update your blog with high-quality, informative content.

New Zealand Context: Focus on local SEO by including location-specific keywords and getting listed on local directories.

Getting to know your audience



Methods to Determine Your Ideal Customer:
Consider the demographics (age, gender, location) and psychographics (interests, behaviours).

Getting to know your audience

Framework

- . Challenges
- . Frustrations
- . Pain points
- . Goals
- . Emotions
- . Objections



HubSpot TOOLS

Make My Persona

Make My Persona - Free Buyer Persona Template Generator (2024)

Create professional, customizable buyer personas in minutes with the help of our intuitive free generator and share the templates with your team.

 hubspot.com

TARGET MARKET



A broad group of people who may be interested in your product or services

Broad

TARGET AUDIENCE



Specific groups of people who are most likely to buy your products or services

Specific

TARGET PERSONAS



Ideal people to connect with based on your target audience

Personalized



Social media insights and analytics tools can provide valuable data.

Do you have a database already? Use tools like Google Forms to create surveys and gather data about your audience." ([Google Forms](#)).



After the workshop, conduct a detailed audience analysis using your social media analytics to identify trends and preferences - don't forget to use your persona - keep asking yourself who your ideal customer might be, from there expand it to your target audience (a group of people).

Importance of Personal Branding and Online Presence

Strong Online Presence:

- . Personal Branding: The practice of marketing yourself and your career as a brand. It involves creating a unique and consistent image and reputation for yourself.

Online Presence: Your visibility and representation on digital platforms, including social media, websites, and other online channels.

Key Reasons Why Personal Branding is Important for Financial Brokers

- . Differentiation
- . Trust Building
- . Visibility and Reach
- . Relationship Building
- . Professional Growth

Importance of Personal Branding and Online Presence

Start by defining your unique value proposition.

What makes you different from other brokers?

Use a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify key aspects of your brand.

Strengths

- What do we do well?
- What have our customers or partners told us they like about us?
- In what areas do we outpace our competitors?
- What's unique about our business, products, or services?
- What assets do we own (Intellectual property, proprietary technology, capitol)?

Weaknesses

- What can we improve?
- What are our customers or partners dissatisfied with?
- Where do we fall behind our competitors?
- Where are we lacking in knowledge or resources?

Opportunities

- What emerging trends can we take advantage of?
- Which of our strengths might be valuable to potential partners?
- What adjacent markets might we tap into?
- Are there geographic locations with less competition?

Threats

- What is our competition doing?
- How could our weaknesses leave us vulnerable?
- What market trends are we unprepared for?
- What economic or political issues could impact our business?

Tips for personal branding

Consistency: Ensure consistency in your messaging, visuals, and values across all platforms.

Engage Regularly: Regularly engage with your audience through content sharing, responding to comments, and participating in relevant online communities.

Adapt and Learn: Continuously learn and adapt to new trends and feedback.

Be where your audience is: You don't have to create every social media channel - choose the ones that are right for you and your audience.

Tell your customer about ALL your services: List all your services on your website and social media channels - this will help so much with your organic search.

Tips for Financial Brokers

LinkedIn	<ul style="list-style-type: none">. Use a professional headshot.. Write a compelling headline and summary.. Regularly share industry insights and updates.
Facebook and Instagram	<ul style="list-style-type: none">. Share news, tips, and engage with followers.. Post client testimonials and success stories.
Professional Website/Blog	<ul style="list-style-type: none">. Showcase your expertise, share insights, and provide valuable resources.. Create and maintain a blog with content relevant to your target audience.

Practical Steps

1. Complete Your Online Profiles:

- Ensure all your online profiles are fully filled out and up-to-date.
- Include a professional headshot, detailed bio, and links to your website and other social media profiles.

2. Regularly Update Your Website and Social Media:

- Post regularly about industry news, tips, and client success stories.
- Keep your website content fresh and relevant to maintain search engine rankings.
- **List ALL your services! From mortgage brokers to loans for businesses (all sizes).**

3. Engage with Your Audience:

- Respond to comments, messages, and reviews promptly.
- Participate in online forums and groups relevant to the New Zealand financial market.

4. Utilize Analytics Tools:

- Use Google Analytics to track website traffic and user behaviour.
- Use social media analytics tools to measure engagement and adjust your strategy accordingly.



Consistency is key. Make sure your branding is uniform across all platforms. Use tools like Canva to create consistent visuals. (Canva brand kit)

Request recommendations from satisfied clients and colleagues to build credibility. For example, use Google reviews, reviews via email, and Facebook recommendations.

Share your expertise through regular blog posts on topics relevant to your target audience.

Example topics: “Top 5 Tips for First-Time Home Buyers,”
“How to Get the Best Mortgage Rates in X region”
“Understanding Business Loans”, etc

Review your online profiles and ensure they reflect your personal brand consistently. Update your LinkedIn profile and other relevant platforms.

Workshop check

Do you currently use any tools to schedule your social media posts?

Do you send regular email newsletters to your customers?

Poll in Google Meet



Introduction to SEO (Search Engine Optimization)



Why SEO is Important for Local Financial Brokers

01 Increased Visibility in Local Searches - people are asking for solutions online.

02 Builds Credibility and Trust - High rankings in search engine results

03 Cost-Effective Marketing Strategy - Once your website is well-optimized, it can maintain high rankings with minimal ongoing costs.

04 Targets Potential Clients Actively Seeking Services

05 Improves User Experience

06 Competitive Advantage - A strong SEO strategy can help you stand out in a crowded market, attract more clients, and establish your business as a leader in the financial services industry in your local area.



Where to start?

Do you have a website already? Try those two tools:

- . [FREE Website grader from HubSpot](#) - [Link](#)
- . [Page Speed by Google](#) - [Link](#)

Keyword Research Tools

- . [Google Keyword Planner](#)
- . [AnswerThePublic](#)
- . [SEM Rush Keyword Explorer](#)

On-Page SEO

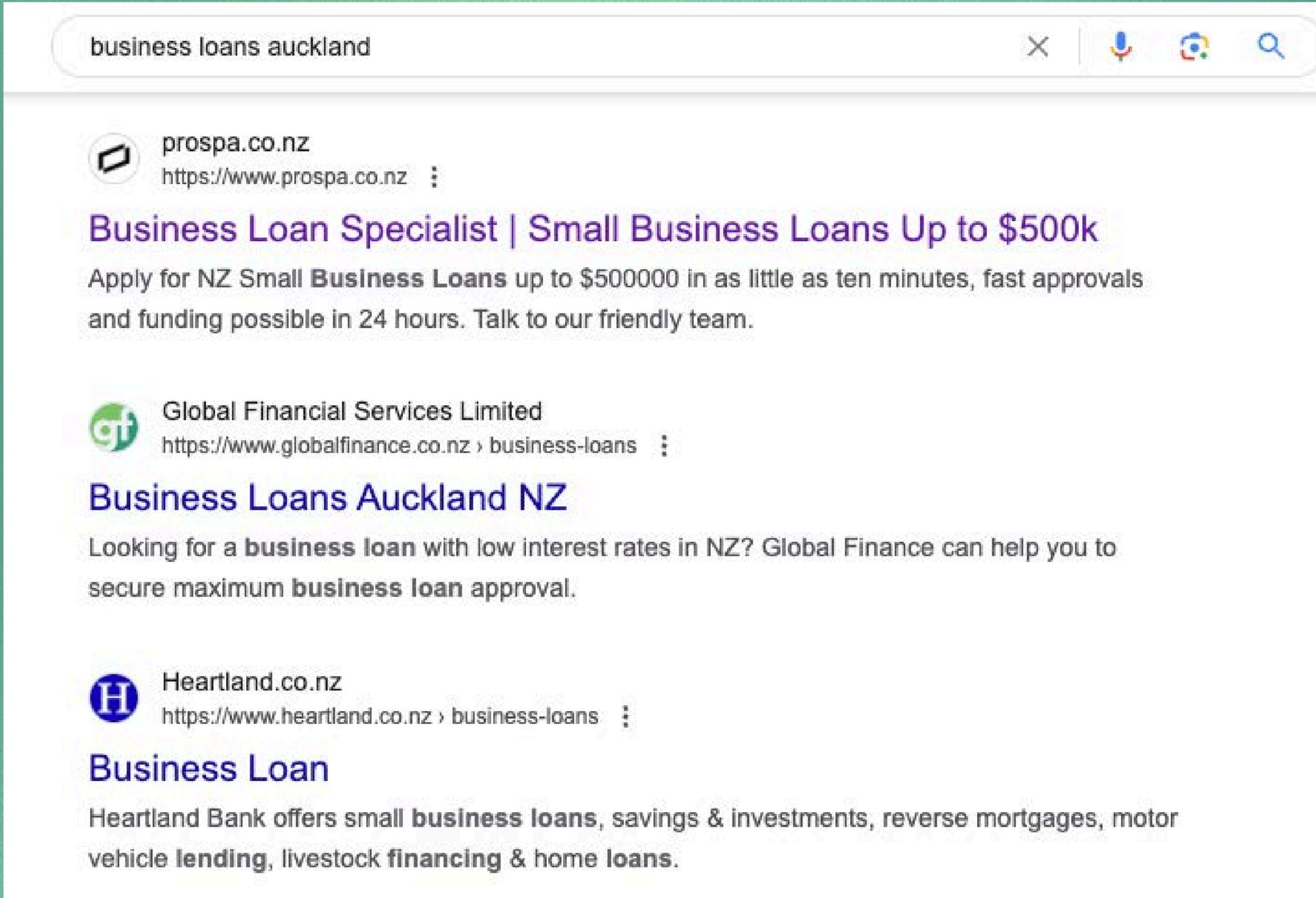
Key Techniques:

Title Tags and Meta Descriptions: The title tag is the clickable headline that appears in search engine results. It should be clear, descriptive, and include your target keyword.

Meta Descriptions: The meta description provides a summary of the page content. It should be compelling and include your target keyword.

Content Quality:

Your website content should be informative, engaging, and relevant to what your potential clients are searching for. This means writing about topics they care about and using the keywords naturally in your content.



On-Page SEO

Content Structure:

Headers and Subheaders: Use headers (H1, H2, H3) to organize your content. This helps search engines understand what your page is about and improves readability for users.

Practical Steps:

- . Ensure each page has a unique title tag and meta description.
- . Incorporate target keywords naturally into your content.
- . Use headers to break up content and make it easier to read.

Example:

Title Tag: Affordable Mortgage Services in Waikato | Your Trusted Financial Broker

Meta Description: Looking for affordable mortgage services in Hamilton? Our expert financial brokers offer personalized solutions to help you secure the best rates. Call us today for a free chat.

Content Optimization

Key Techniques:

Create Helpful and Educational Content:

Write blog posts, guides, and articles that address common questions and concerns of your potential clients. For example, 'How to Secure the Best Mortgage Rates in NZ' or 'Understanding Business Loans for Small Businesses'.

Internal and External Links:

Internal Links: Link to other relevant pages on your website to guide users to additional information and keep them on your site longer - guides, about you, case studies...

External Links: Link to credible external sources to support your content and provide additional value to your readers.

Content Optimization

Listing All Services:

Make sure to list all the services you offer on your website, such as mortgage brokering, business loans, and financial planning.

Practical Steps:

Regularly update your blog with new content that addresses common client questions.

Ensure each service you offer has a dedicated page on your website.

Use internal links to guide visitors to related content on your site.

Example Content Titles:

"Top 5 Tips for First-Time Homebuyers in New Zealand"

"How to Apply for a Business Loan: A Step-by-Step Guide"

"What is the difference between business loan and line of credit?"

Post-Workshop Exercise: SEO Improvement Plan

Focus on keyword optimization and improving one piece of existing content.

Steps:

- Keyword Research:
 - Use FREE SEO TOOLS to find relevant keywords. List 5-10 keywords related to your services.

Content Optimization:

- Choose one piece of existing content.
 - Optimize it by including the target keywords naturally in the text. Ensure the content has a clear structure with headers and subheaders.

On-Page SEO:

- Update the title tag and meta description to include target keywords. Ensure they are compelling and encourage clicks.

Follow-Up: After implementing these changes, monitor your website's performance using Moz or Google Analytics to see the impact of your SEO improvements.



CHAT GPT

Bonus

Tips and How-to's
for Content Creation
and Ads using
Generative AI
(ChatGPT)

Thank you.

Contact

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Scan the QR code to learn more

