30 DAYS TO
BETTER DIGITAL
MARKETING

A Step-by-Step Guide for Aerospace Marketers

Let's start with some statistics.

84% of B2B marketers use social media in some form.
(Aberdeen)

Social media marketing budgets are projected to double in the next five years.
(Webdam)

B2B companies that blog generate 67% more leads than those that don't.
(Hubspot)

Internet advertising now makes up 25% of the entire ad market.
(Webdam)

59% of B2B marketers say email is the most effective channel for generating revenue.
(Hubspot)

68% of B2B businesses use landing pages to garner a new sales lead for future conversion.
(MarketingSherpa)

Why Should I Care?

Regardless of industry, B2B customers are delaying conversations with potential suppliers, completing much of their research and information gathering online — sometimes even making a purchasing decision — before they ever speak with a salesperson.

As of June 2015, there were more millennials than there are baby boomers. The old school is retiring, a new generation is taking charge, and buying behavior has changed forever.

On average, customers now progress 70-90% of the way through the purchase decision-making process before they ever engage a sales rep. They are online visiting websites, watching videos, reading white papers and seeking solutions that best fit their needs.

This is how today's B2B buyers are wired, and aerospace and defense is no exception. Fortunately, digital marketing techniques are well suited to our industry's long buying cycles, and savvy marketers can use them to strengthen brands and reputation, show capability, and build credibility over time. We're here to help walk you through the process with a range of resources including blogs, infographics, and this quick-start 30-day plan.

Complete each day's assigned action and in just one month you'll be well on your way to success.

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SEO

Your website is arguably the most important part of your sales and marketing effort. But if your website has not been optimized to achieve top search rankings, it's a waste of time and money. Search Engine Optimization (SEO) is important to all industries and all marketers, including aerospace. If your customers can't find you, they can't buy from you.

For more SEO information and aerospace best practices, click here.

Get Started!
Week One To-Do List

1. Add relevant meta titles and meta descriptions to important website pages. Meta titles help search engines know what your content is about. Be sure to keep titles less than 25 characters and descriptions to 155 characters.

2. Conduct a Google search, using relevant terms to your business, in an incognito or private browsing window to get an understanding of how your website is ranking against the competition.

3. Add image alt tags to your images. Image alt tags let search engines know what your images are and will help them to appear in more search results.

4. Determine a list of 15-20 relevant keywords and see how they can be integrated into your website content, titles, and page descriptions.

5. Set up webmaster tools from Google, learn which search queries are bringing traffic to your website, and make sure Google does not have any trouble accessing your site. Be sure to check the error section of webmaster tools to make sure your site is performing accurately.

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Email

Email is a powerful and effective tool for aerospace marketing. Trust us when we say it works — we've seen it time and time again.

E-mail marketing is a permission-based communication tool and a good way to appropriately interact and engage with customers, partners, and prospects.

It can be personalized, targeted and tracked, is extremely cost-effective, and, unlike old school printed pieces, is quick and easy to produce. Add it to your arsenal now.

For more email marketing information and aerospace best practices, click here.
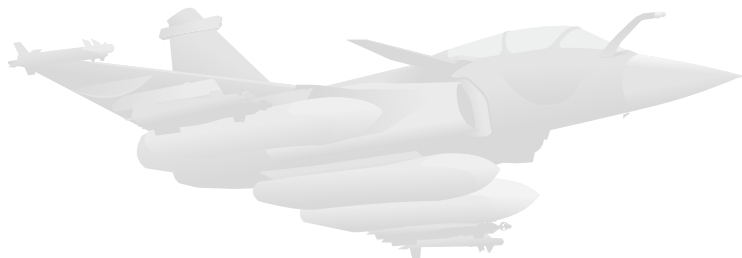
Week Two To-Do List

1. Learn how to edit the pre-header text of an email blast and use pre-header text for your next email blast.

2. Make sure your list is in compliance with CAN-SPAM regulations.

3. Spend 20 minutes browsing reallygoodemails.com for examples of great email marketing.

4. Download a report from your last email blast and review the metrics. Set goals for your next email blast to improve those metrics.

5. Add social share buttons to all of your email marketing messages.

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Social

The use of social media for aerospace marketing is no longer a question. It's now an essential part of the aerospace marketer's toolkit. Here's an overview of popular channels and how to leverage them.

Facebook: Use it for brand awareness, generating leads through content, engaging with customers, and sharing light and popular content.

Twitter: Best for listening to the market, creating brand awareness, customer service response, and sharing breaking news.

Google+: Use it to create and engage with groups, strengthen SEO, drive web traffic through content, and share articles.

Blogging: Great for establishing credibility, providing helpful insight to customers, increasing SEO rankings, and driving traffic to a website.

LinkedIn: Use it for branding and storytelling, publishing articles, recruiting, and recommendations and endorsements.

Social media does require some trial and error as you interact with your unique audience to learn what resonates best with fans and followers. Keeping track of posts, frequency, and engagement is important to fine-tune and improve your effort.

For more social media information and aerospace industry best practices, click here.

Week Three To-Do List

1. Make sure your online profiles are up to date, including your about section, phone numbers, and website information.

2. Follow 10 industry leaders on Twitter and take note of what they're tweeting about.

3. Look at your Facebook page insights to see when your audience is most active. Schedule posts for that time.

4. Update the cover images on your social media sites to the proper sizes and resolutions. **View our guide.**

5. Write a blog post sharing a little fact about your company's history, products, or a recent event.

6. Use a trending hashtag on Twitter to be part of a bigger conversation. Try #ThrowbackThursday for a fun trip down memory lane!

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Paid Advertising

Digital advertising is often considerably more affordable, targeted, immediate and measurable than traditional advertising.

It has many powerful strengths, but is it right for our industry and your business?

For more information about digital advertising and aerospace best practices, click here.

Week Four To-Do List

1. Search for terms that are relevant to your business and learn which competitors are using paid advertising online.

2. Add a remarketing tag to your website. When the tag is added, Google will begin to collect a Cookie ID list of the visitors to your site. This list will help jump-start your remarketing efforts when a remarketing campaign begins.

3. Conduct keyword research to see how many clicks are estimated within your budget.

4. Learn about call tracking and other ways to measure your online ROI. This will help you make a better business case to secure funding for digital marketing.

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Conclusion

Results matter, and if you follow this guide, the progress will be evident. Be sure to monitor analytics and set a baseline before you start, then follow-up again when all actions are complete. We'd love to hear about your experience!

Digital Marketing Defined

Digital marketing refers to promotional techniques that use an array of digital technologies, primarily the Internet, to reach customers. Engagement and measurement distinguish digital marketing activities, which also have the advantage of being highly targeted and interactive.

Traditional vs. Digital

The difference between traditional and digital marketing is less about the technology and more about the way it has fundamentally changed the communication process.

Traditional Marketing	Digital Marketing
One-Way	Interactive
No Feedback	Insight and Understanding
Lacks Immediacy	Real-Time and Relevant
About Impressions	About the Experience
Hard to Measure	Data-Rich Opportunities

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