

Top 10 ways to make the most of your digital marketing budget

- 1. Ensure your digital agency is involved in campaign formulation set-up from the beginning.** Ensure digital strategies are developed upfront, not added on last minute. The best digital ideas will then come to fruition.
- 2. Set specific digital marketing objectives and tracking requirements upfront,** within the initial campaign brief. It is very difficult to measure the results of a branding campaign looking at CTR's...
- 3. Utilise search engine marketing,** it works for most marketers and is often overlooked. Intercept users at the point of enquiry, you'll find strong converting users here.
- 4. Determine reporting timeframes before a campaign is set live.** Ensure your agency delivers reports on time and optimises media where possible.
- 5. Embrace digital marketing** as it is here to stay. Develop processes that have digital solutions at the core of your strategy not simply added on.
- 6. Engage and brief your IT department weeks in advance** before you update your website content with tracking tags or microsite content. Often the ownership of a website is shared amongst many departments.
- 7. Understand the different methodologies** of buying media across the digital channel including performance media. Are you familiar with CPM, CPC, CPA and SOV?
- 8. Ask your agency to consider the myriad of digital marketing solutions** when responding to briefs. Can you utilise Web 2.0 for your brand? Have you considered all the digital options?
- 9. Use the interactive nature of digital communication platforms** for creative executions where possible. Allow your audience to interact with your brand, you can learn a lot in the process.
- 10. Contact TrinityP3.** We have the experience and expertise to comprehensively review, evaluate and develop a digital process to deliver maximum marketing value.

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