



# Digital Strategy

Presented by Lewis Towning

December 2022

Start-up - Scale - Stabilise - Sell

# YOUR **DIGITAL STRATEGY** PROJECT

1. Digital Audit - A review of your future and present digital marketing activities
2. Digital Launch Strategy – Our bespoke digital strategy for your company
3. Roadmap – An idea of where to concentrate your time and energy over the course of the following year in order to attain your goals

# **DIGITAL LAUNCH OBJECTIVES:**

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**INCREASE BRAND AWARENESS**

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**INCREASE BOOKINGS**

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**INCREASE MARKET SHARE**

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# CURRENT STRATEGY & PLANS

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TYPE	UP-TO-DATE DOCUMENT IN USE
Overall Digital Marketing Strategy	✗
Marketing Calendar/Plan	✗
Content Calendar/Plan	✗
Social Plan/Plan	✗
Audience Personas	✗
Ongoing report tracking success of Digital Marketing/website	?
Tone of Voice/Brand Guidelines	✓

\*This is based on my current research, please inform me if any of these are incorrect.\*

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# AUDIT ANALYSIS

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Site Performance		
Traffic & Engagement	Orange	Green
Site Speed	Orange	Green
Security	Orange	Green
UX	Orange	Green
Mobile	Orange	Green
Conversions & CRO	Orange	Green
SEO		
Keyword Research	Red	Green
On-Site	Red	Green
Technical	Red	Green
Off-Site	Red	Green
Social		
Facebook	Red	Orange
Twitter	Green	Green
LinkedIn	Orange	Green
Instagram	Red	Orange
Influencer Marketing	Red	Orange
Paid Social		
Facebook	Red	Orange
Instagram	Red	Orange
Twitter	Red	Green
LinkedIn	Red	Green

Advertising		
Search Ads	Red	Green
Display	Red	Green
Content		
News	Red	Green
Video	Red	Green
Images & Infographics	Red	Green
Personas	Red	Green
Email		
Audience Lists	Red	Green
Testing & Measurement	Red	Green
Automation	Red	Green
Reviews		
Social Reviews	Red	Green
Review Sites	Orange	Green

\*This is based on my current research, please inform me if any of these are incorrect.\*



# PROPOSED TACTICS

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# Proposed Tactics

DIGITAL TACTIC	OBJECTIVES			KPI's
	Brand Awareness	Market Share	Sign Ups	
Display Advertising	✓	✓	✓	Impressions
Content Marketing	✓	✓	✓	Site Visits
Influencer Marketing	✓	✓		Social Reach
CRO			✓	Registrations
Email Marketing			✓	Open Rate, Click Through Rate
UX & Accessibility			✓	User Rentention Rate
SEO	✓	✓	✓	Site Visits
Outreach	✓			Links Built
PPC	✓	✓	✓	Impressions, Clicks
Social Ads (FB & IG)	✓		✓	Impressions, Clicks
Social Media	✓		✓	Impressions, Clicks
UX & Accessibility			✓	Site Visits
Campaigns	✓	✓		Multiple

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# Proposed Tactics

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## **Launch Recommendations *6-12 Months***

**Establish Market Position  
Gain New Customers  
Grow Quickly**

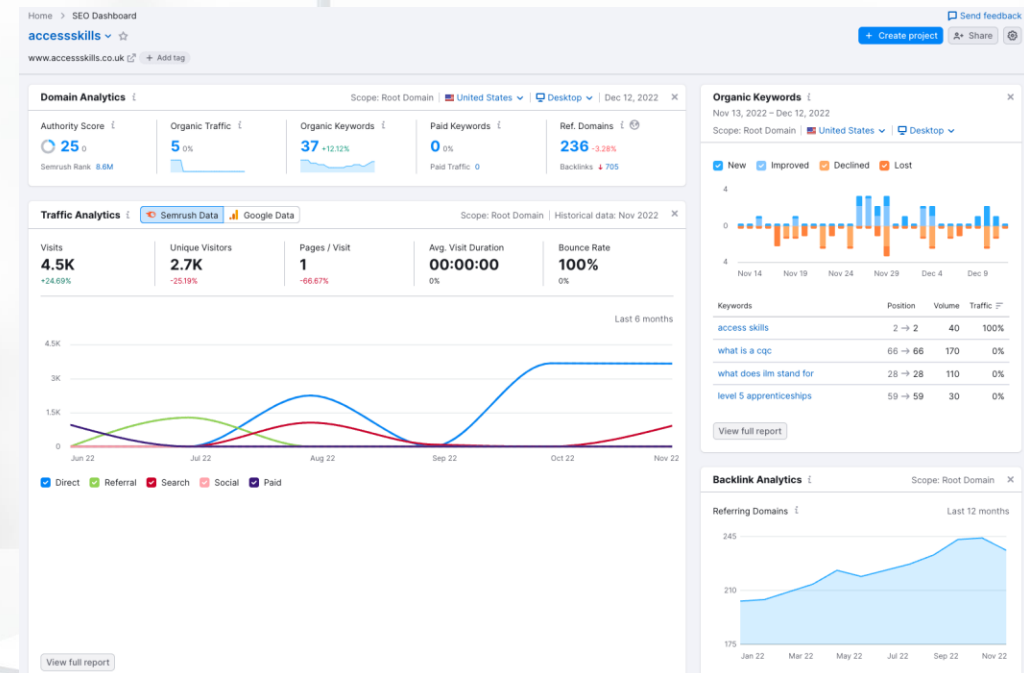
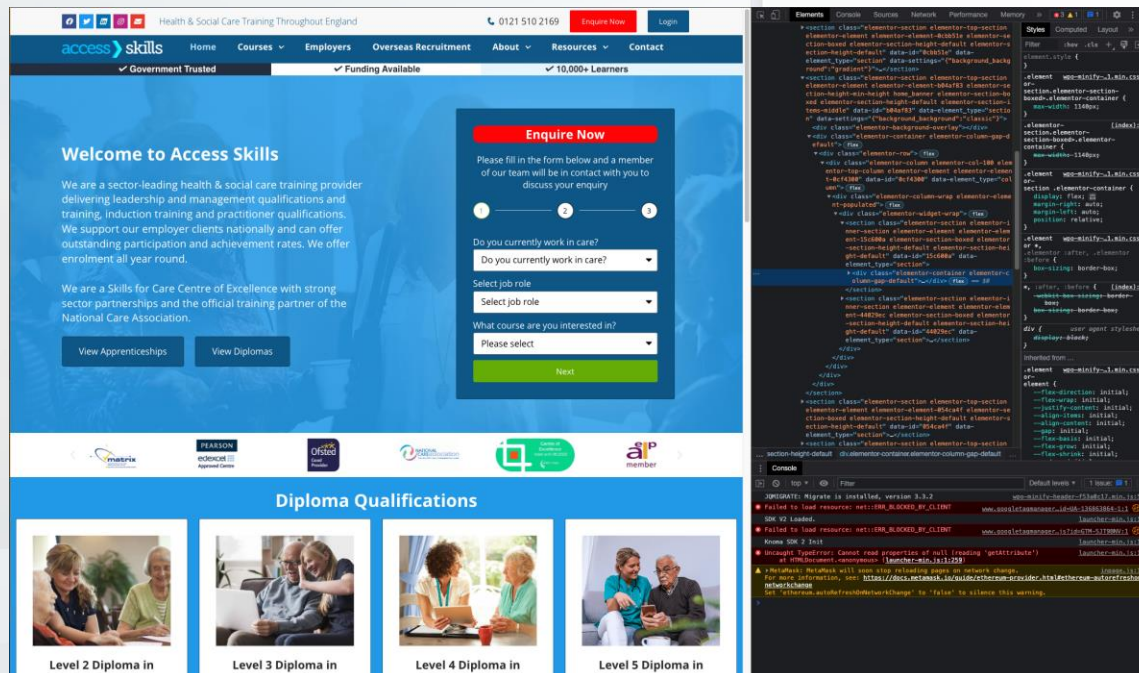
## **Retention Recommendations *Ongoing Activity***

**Remain competitive  
Evolve with Customer Needs  
Grow Consistently**

# Proposed Tactics

Website redesign to reflect the companies professionalism and increase trust.

During redesign, implement researched keywords to the technical SEO to complement ongoing SEO



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# Retention Recommendations

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The following continuing efforts, which are outlined in the digital strategy, must be put into practise by MCB Marketing in order to ensure competitive long-term customer retention and affordable customer acquisition:

- Website Redesign & SEO Implementation
- Email Marketing
- Blog Writing & Ongoing Search engine optimisation
- Website Hosting & Maintenance
- Social Media Management
- Videography & Photography
- Review Strategy

Customer Retention is Critical for an online businesses

# Retention Recommendations

Market leaders like 'Tutor Care' and 'Health and Safety Group' have invested in these channels to:

- Retain users after initial acquisition.
- Re-engage new users to become long term clients.
- Benefit from the virality of user recommendations

This has the combined effect of improving marketing efficiency and performance.

The image displays two website screenshots. The top screenshot is for 'thehealthandsafetygroup', featuring a navigation bar with links like Home, About Us, and Contact Us. It highlights various courses such as 'Mandatory And Statutory Courses' and 'Management Of Aggression Courses'. The bottom screenshot is for 'TutorCare', showing a 'KEEPING YOU QUALIFIED' banner with a 4.7 out of 5 star rating and a list of 'Customers Who Trust Us' including Euron, Four Seasons, GANT, Network Plus, NHS, and TATE.

# Launch Recommendations

## INCREASE BRAND AWARENESS

- Outreach via Relevant Partners & Publications
- Paid Advertising Campaign on PPC, YouTube, Display & Social
- Targeted Campaigns
- Integrated SEO

## INCREASE MARKET SHARE

- Targeted Influencer Marketing
- Targeted Content (Gap) Marketing
- Paid Advertising Remarketing

## INCREASE BOOKINGS

- Conversion Rate Optimisation
- UX & Accessibility
- Email Marketing



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# OUTREACH

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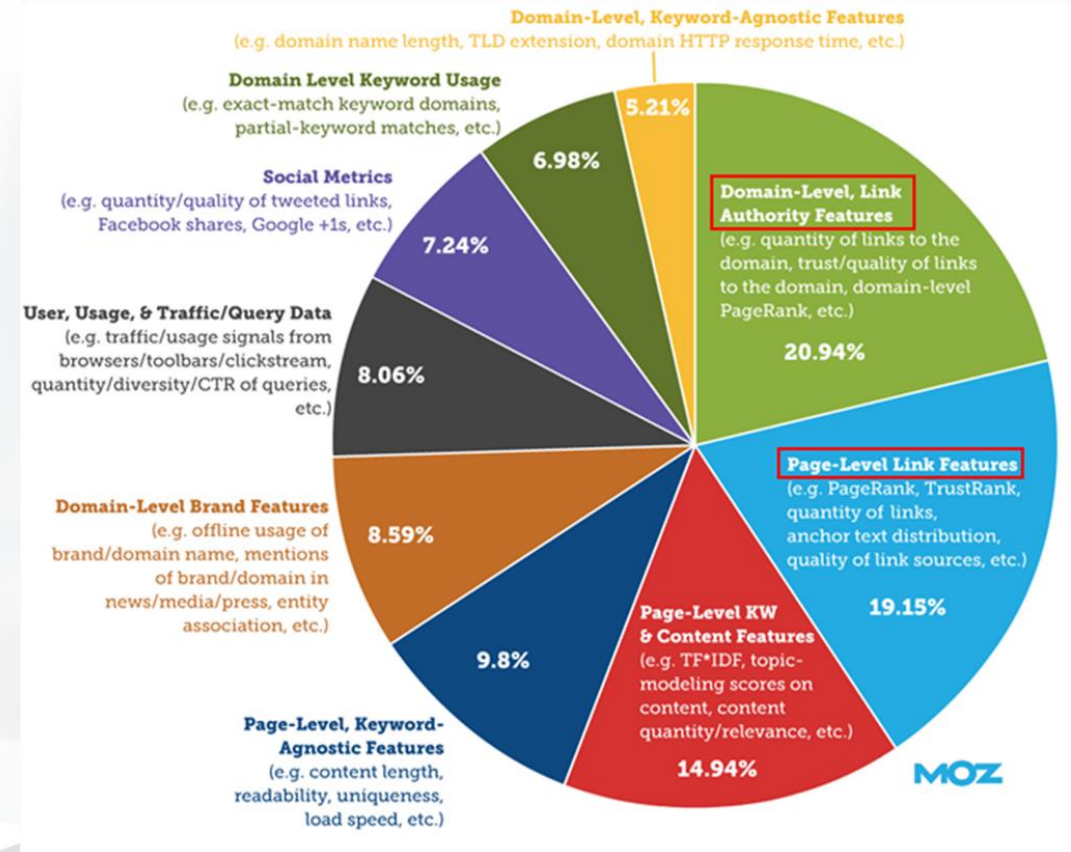
# AWARENESS: OUTREACH (SEO)

**Competitor Activity: Significant**

**Access Skills Opportunity:**

- Biggest factor to develop your SEO rankings
- A single link could improve all rankings
- Drive referrals via links on relevant sites
- Can integrate with other activity
- Short and long term benefits
- Engage partners

ACTIVITY	
POTENTIAL	





# AWARENESS: OUTREACH (Competitors SEO)

Analysing the competitor's SEO helps us see what keywords and phrases they have missed that we can leverage. By implementing organic keywords, combined with additional backlinks, we can gain higher organic traffic which will significantly increase the domain authority.



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# PPC

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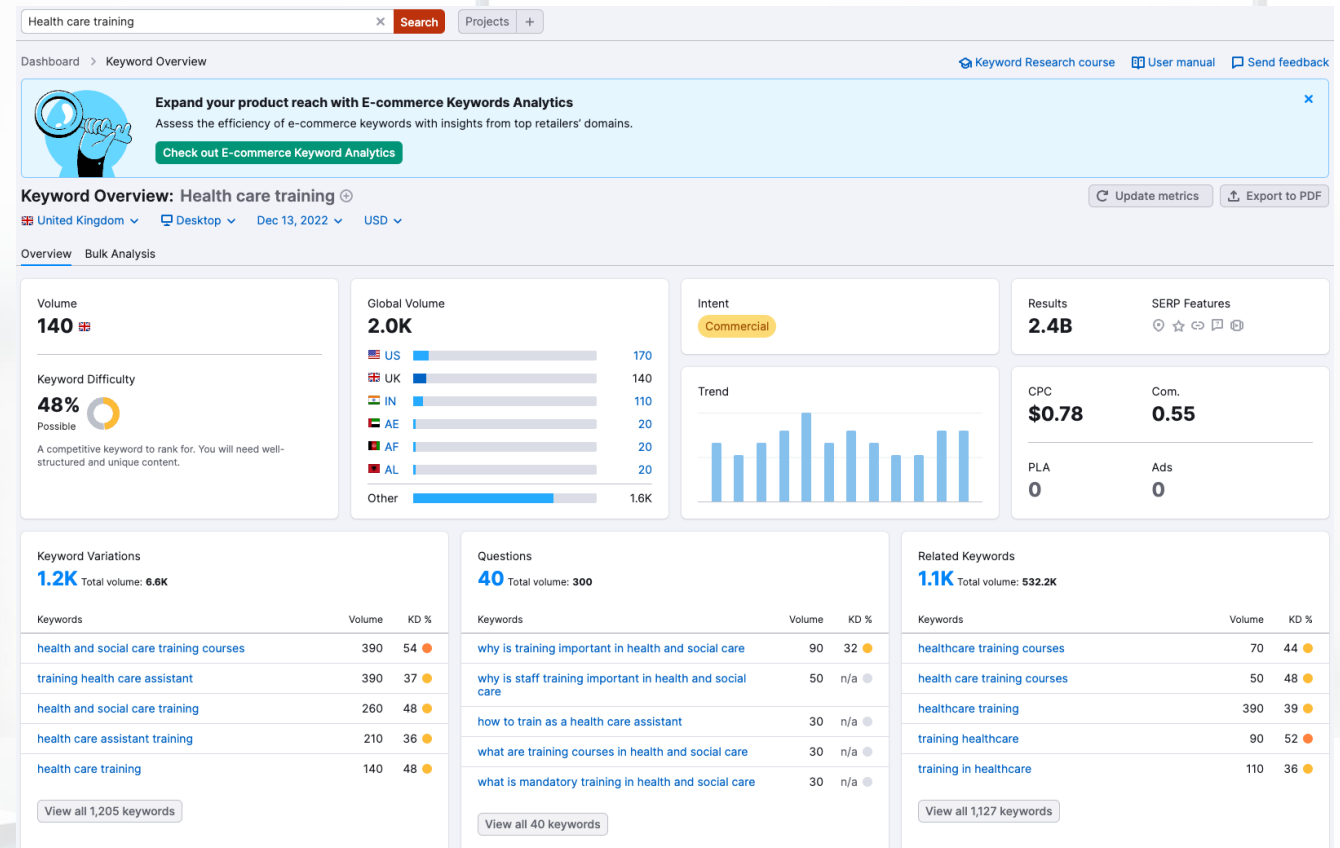
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# AWARENESS: PPC

**Competitor Activity:** Significant for top keywords

## Access Skills Opportunity:

- Opportunity to gain long tail keywords
- Drives conversion related traffic
- Can integrate with other activity
- Short term benefits with clear ROI
- Highly Targeted
- Internationally scalable





# DISPLAY ADVERTISING

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# AWARENESS: DISPLAY

**Competitor Activity: Mainly Established Brands**

## **Access Skills Opportunity:**

- Reach potential customers with engaging image Ads
- Target In-Marketing audiences
- Low cost method of reaching large volumes of people
- Target Relevant Publishers and Topics



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# SOCIAL ADS

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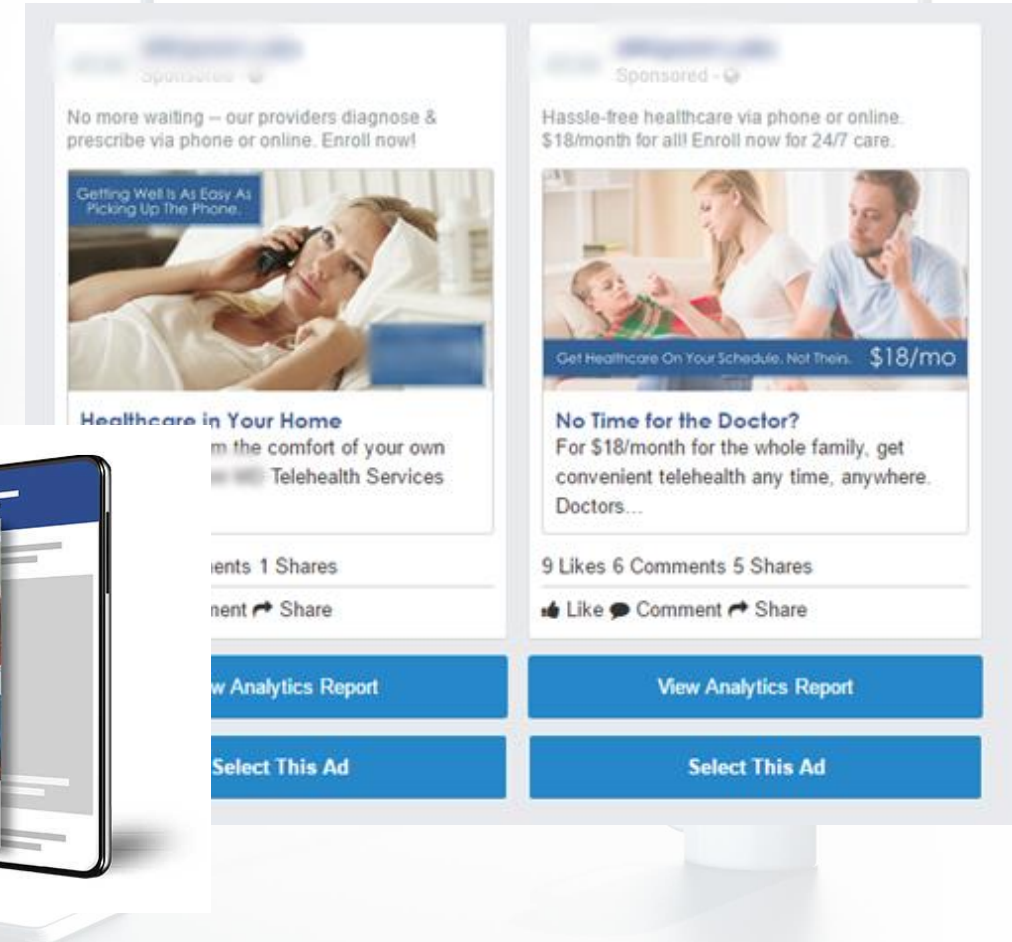


# AWARENESS: SOCIAL ADS

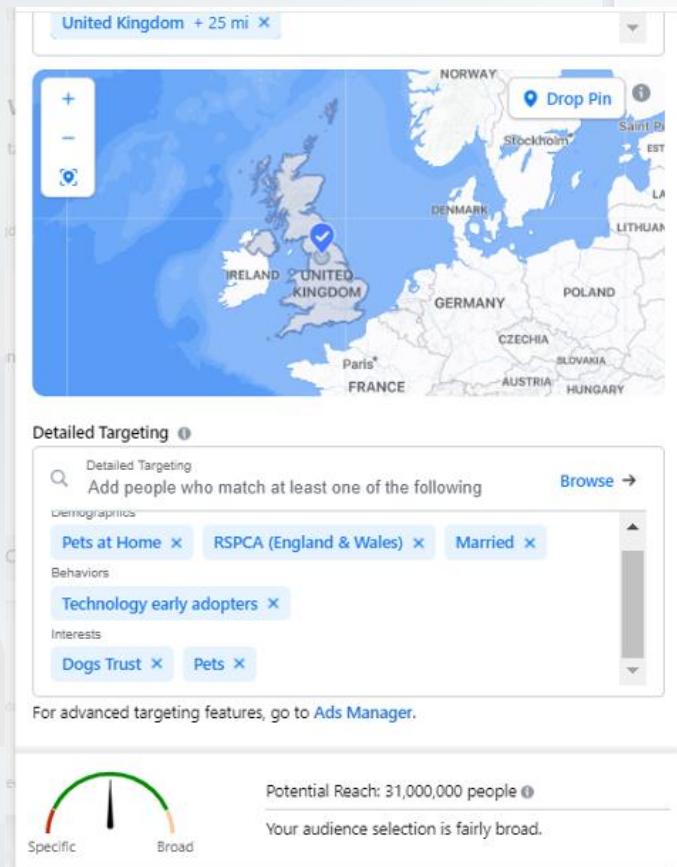
## Competitor Activity: Mainly Established Brands

### Access Skills Opportunity:

- Increase use of this channel
- Reach the right audience with an engaging message
- Great targeting options provide good return on spend
- Support Campaigns with specific audiences
- High levels of differentiation



# AWARENESS: SOCIAL ADS



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# CAMPAIGNS

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# AWARENESS: CAMPAIGNS

**Competitor Activity:** Mainly Established Brands

**Access Skills Opportunity:**

- Focus your Marketing around key themes & events though the year
- Plan Campaign in advance and execute across all channels to reach a wider audience
- Channels work together to drive greater results
- Take advantage of awareness raising initiatives

ACTIVITY	
POTENTIAL	

			Q1			Q2			Q3			Q4			Yearly KPI's			Included in Proposal	
Category	Sub Category	Project	January	February	March	April	May	June	July	August	September	October	November	December	Budget	Expected New Customers	CAC	We can assist you with these	Included in the proposal
Paid Campaigns	Top of Funnel (First touch campaigns)	Google Ads	Health Care keywords	Software keywords	Ongoing optimization	management keywords	Health Care keywords	Software keywords	Ongoing optimization	management keywords	Health Care keywords	Ongoing optimization	Software keywords	management keywords					
		Facebook	Free demo - lead ads	Funnel to landing page	Look around the software	Free demo - lead ads	Funnel to landing page	Look around the software	Free demo - lead ads	Funnel to landing page	Look around the software	Free demo - lead ads	Funnel to landing page	Look around the software	Free demo - lead ads				
		Instagram	Free demo - lead ads	Funnel to landing page	Look around the software	Free demo - lead ads	Funnel to landing page	Look around the software	Free demo - lead ads	Funnel to landing page	Look around the software	Free demo - lead ads	Funnel to landing page	Look around the software	Free demo - lead ads				
		Cross-channel	Demo sign-up's	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)	ROI #1 + ROI #2 (all visitors)				
	Special Events	Holiday deals																	
		Seasonality	Dry January	World Cancer Day	Health Care Science Week	Stress Awareness Month	International Nurses Day	National Carers Week	Deaf Awareness Week	Cycle to Work	World Suicide Prevention Day	World Mental Health Day	Stress Awareness day	Christmas deal					
	Product Updates	New Features				New Features			New Features										
		Product Updates																	
	Influencers	Branding	Paid post				Paid story			Paid post				Paid story					
		Lead-gen	Paid post	Collaboration	Software Review	Paid story	Collaboration	Software Review	Paid post	Collaboration	Software Review	Paid story	Collaboration	Software Review					
Content	Website	Website redesign	Phase 1				Phase 2					Phase 4							
		Blog	Blog design	SEO Pillar Page			Optimization	SEO Pillar Page			Blog redesign	SEO Pillar Page		Optimization	SEO Pillar Page				
		Special SEO Posts	Business insights	Industry insights	top care software	Care business efficiency	Care business management	Care business profitability	Care business management	Business insights	Industry insights	top care software	Care business efficiency	Care business management	Care business profitability				
		Weekly Blog posts	Educational	Meet the team	Tedimonial	Product / service	Fun meme	Company news	Educational	Meet the team	Tedimonial	Product / service	Fun meme	Company news	Educational				
	SEO	Research 1	Research 2	Research 3	Research 4	Research 5	Research 6	Research 7	Research 8	Research 9	Research 10	Research 11	Research 12	Research 13					
		Link building	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links				
	Distribution boost	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms					
		Free Content	Newsletter Signup	Podcast business overview			Newsletter Signup	Podcast business overview			Newsletter Signup	Podcast business overview							
	Podcasts	Corporate video	Interview	Recruitment	Demo video	Local press release	Products & services	Social Media content	Corporate video	Interview	Recruitment	Demo video	Local press release	Products & services					
		PR	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month				
Social Media	Facebook	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month					
	Instagram	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month					
Email Marketing	Content	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week					
	Drip	Club members	New customers	New subscribers	Club members	New customers	New subscribers	Club members	New customers	New subscribers	Club members	New customers	New subscribers	Club members					
Special Events	World Cancer Day	Health Care Science Week	World health day	International Nurses Day	National Carers Week	Deaf Awareness Week	Cycle to Work	World Suicide Prevention Day	World mental health day	Stress Awareness day	International Volunteer Day								
	Homepage & Blog	Product USP 1	Product USP 2	Product USP 3	Product USP 4	Product USP 5	Product USP 6	Product USP 7	Product USP 8	Product USP 9	Product USP 10	Product USP 11							
Bot Marketing	Website	Product USP 1	Product USP 2	Product USP 3	Product USP 4	Product USP 5	Product USP 6	Product USP 7	Product USP 8	Product USP 9	Product USP 10	Product USP 11							
	Social Media	LinkedIn	Instagram	LinkedIn	Instagram	LinkedIn	Instagram	LinkedIn	Instagram	LinkedIn	Instagram	LinkedIn	Instagram						
Offline & Other	Conferences & Shows	Care Conference	Integrated Care Summit	Digital Health Event	The Home Care Show	Care Forum	MES-TECH Innovation Expo												
	Meetings	Scoping																	
	Affiliates & Referrals	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 3 new	Add 3 new	Add 3 new	Add 3 new	Add 3 new	Add 3 new	Add 3 new						
	Partnerships	Add 1 new			Add 1 new			Add 1 new			Add 1 new								

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# INTEGRATED SEO

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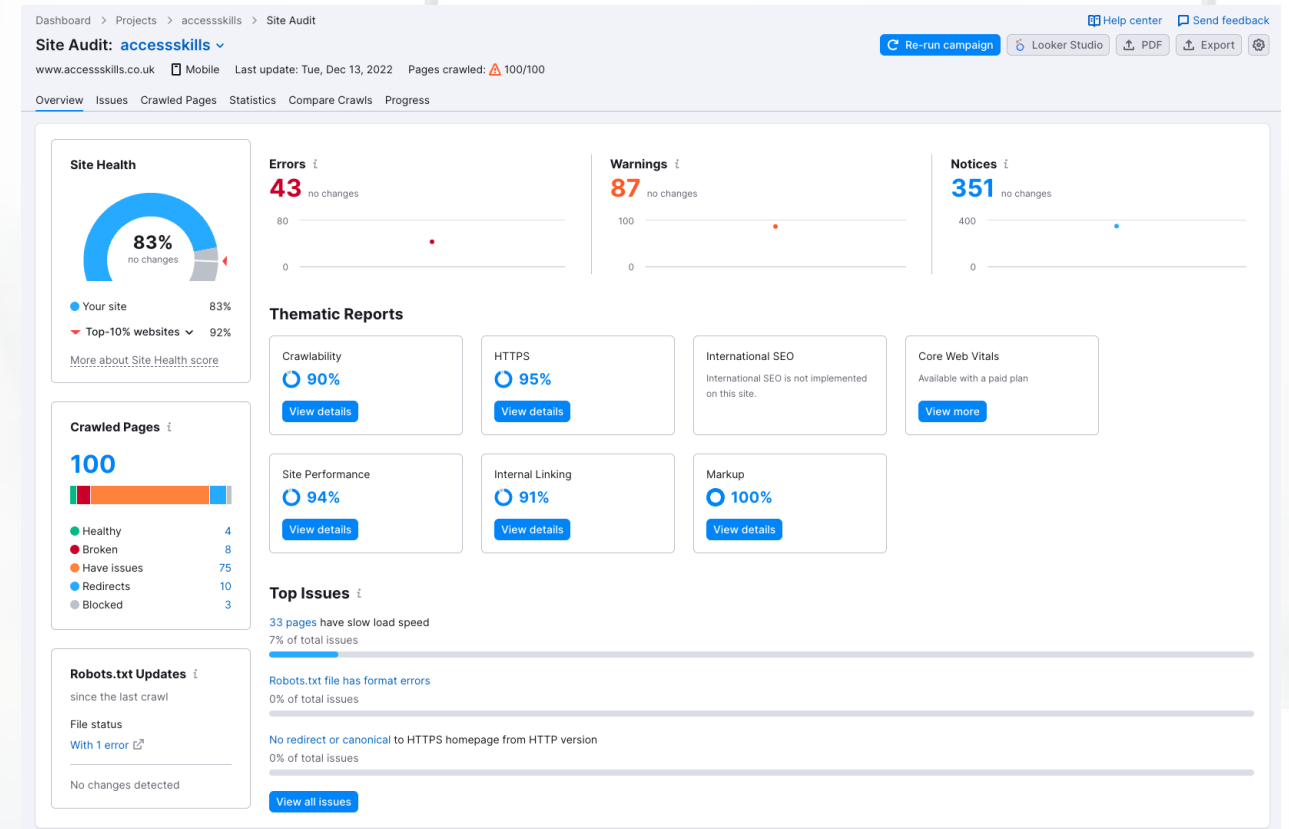
# AWARENESS: INTEGRATED SEO

## Competitor Activity: Established Brands

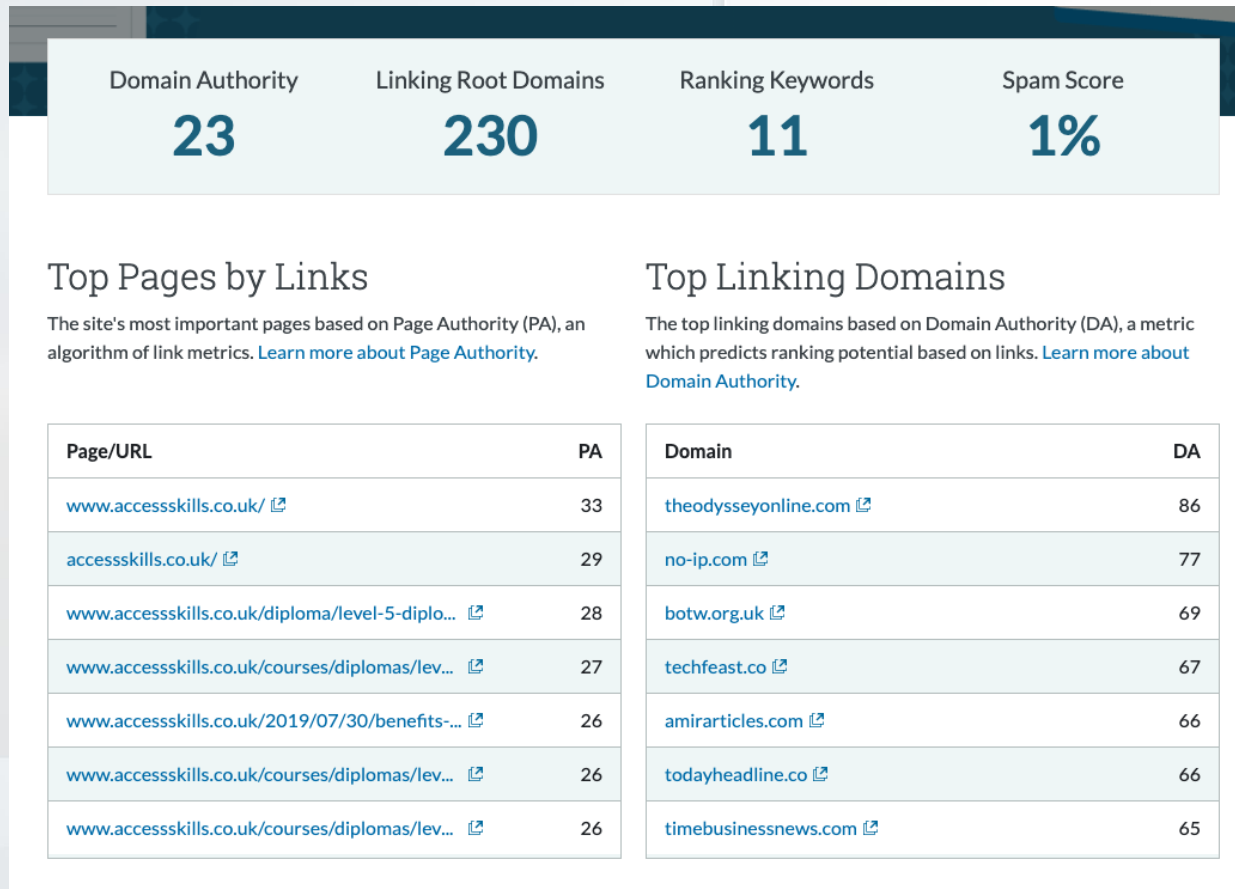
### Access Skills Opportunity:

- Drive highly relevant traffic to the site
- Ensure offline reputation is reflected online
- Build authority of service pages
- Increase conversions
- Improved Channel Integration

ACTIVITY	
POTENTIAL	



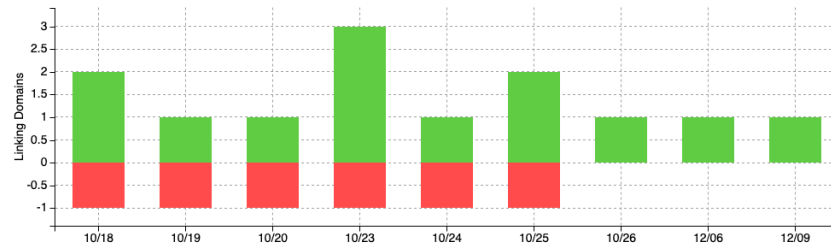
# AWARENESS: INTEGRATED SEO



# AWARENESS: INTEGRATED SEO

## Discovered and Lost Linking Domains

Track when we found new linking domains over the past 60 days. [Learn more about external links.](#)



## Keywords by Estimated Clicks

Estimated clicks for top keywords, based on volume and CTR.

Keyword	Visibility
access skills	3

## Top Ranking Keywords

Your top keywords sorted by ranking position. [Learn more about keywords and how they affect rankings.](#)

Keyword	Rank
access skills	2
ilm qualification	9
using calendly for room booking	11
resource management care facility	13
health and social care training providers	14
cpd essential tutorials	15
funded nvq	29

## Top Search Competitors

The competitors that compete for the same keywords as this domain, ranked by visibility. Other websites that compete with this domain for the same keywords, ranked by visibility. [Learn more about off-site SEO strategy.](#)

Domain	Domain Authority	Visibility
www.gov.uk	94	1.47
calendly.com	85	1.05
www.oxfordcollege.ac	31	0.95
www.theaccessgroup.com	57	0.90
www.gartner.com	90	0.90
www.youtube.com	100	0.90
aspire2learn.com	18	0.90

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# INFLUENCER MARKETING

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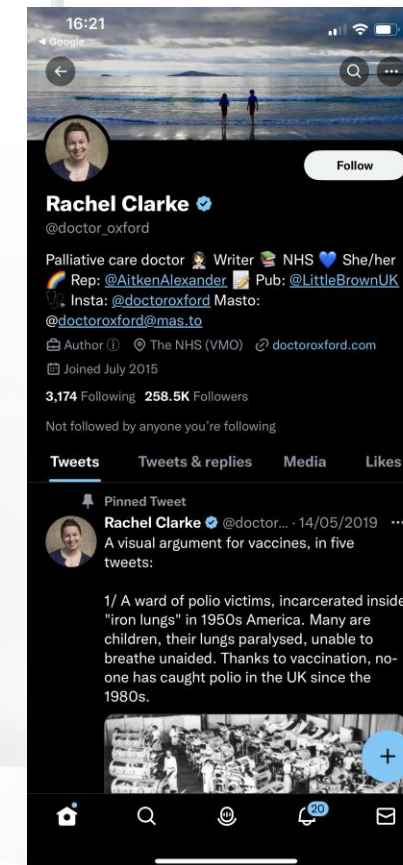
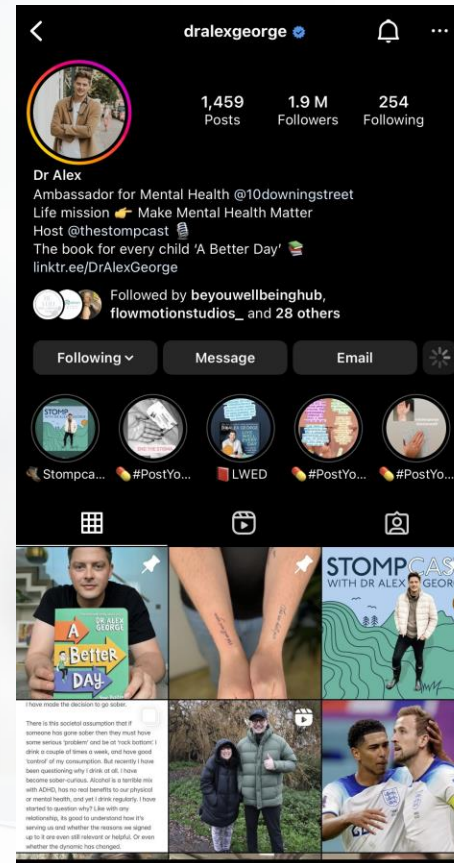
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# INFLUENCER MARKETING

## Competitor Activity: Limited

## Access Skills Opportunity:

- Increase brand awareness
- Gain social shares
- Connect with trusted
- Costs can be controlled or scaled
- Build on Existing Networks





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# CONTENT (GAP) MARKETING

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# AWARENESS: CONTENT GAP

## Competitor Activity: Significant

## Access Skills Opportunity:

- Planned and Implemented Strategically
- Works will with channels like PPC, social and Outreach
- Builds brand Authority
- Low and consistent cost
- Connects with User need

Site Overview

Ranking Distribution

Site Overview

More Info

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
accessskills.co.uk	437	53 keywords in #1-3 88 keywords in #4-10	29	23
tutorcare.co.uk	2.4k	88 keywords in #1-3 379 keywords in #4-10	41	28
healthandsafetygroup.com	1.4k	114 keywords in #1-3 220 keywords in #4-10	38	24
learnndirect.com	13.1k	1.3k keywords in #1-3 3k keywords in #4-10	45	54

Keywords to Improve

Export

Identify areas for improvement based on your competitors' most prominent ranking keywords. View their top keywords that you also rank for (by default, we've filtered your rank between #2-20). Or filter by 51+ to see new keyword opportunities.

+ Add to Campaign

+ Add to Keyword List

1

Filters

Columns

More Info

<input type="checkbox"/>	Keyword	↓ Traffic Lift	Volume	Difficult...	▼ Your Rank	tutor
<input type="checkbox"/>	qcf level 5 health and s...	7	55	27	#8	
<input type="checkbox"/>	level 4 qcf	4	14	27	#10	
<input type="checkbox"/>	qcf level 5 courses	2	11	21	#11	
<input type="checkbox"/>	qcf 5 health and social ...	2	17	27	#7	
<input type="checkbox"/>	care home manager q...	1	47	28	#14	
<input type="checkbox"/>	level 5 cyp early years ...	1	11	14	#7	

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# SOCIAL MEDIA

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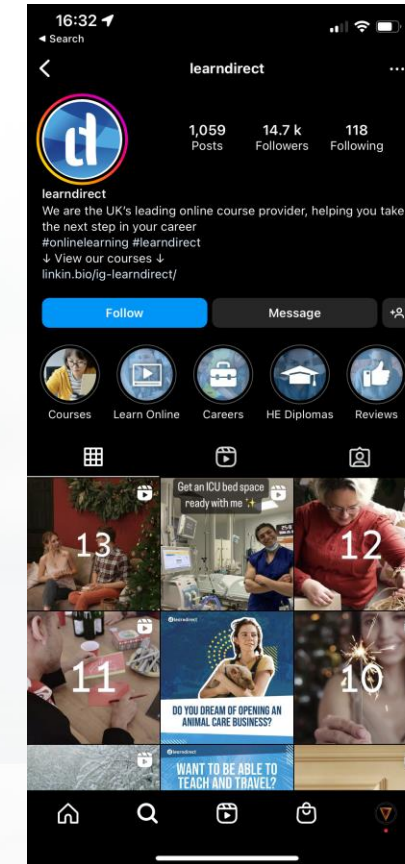
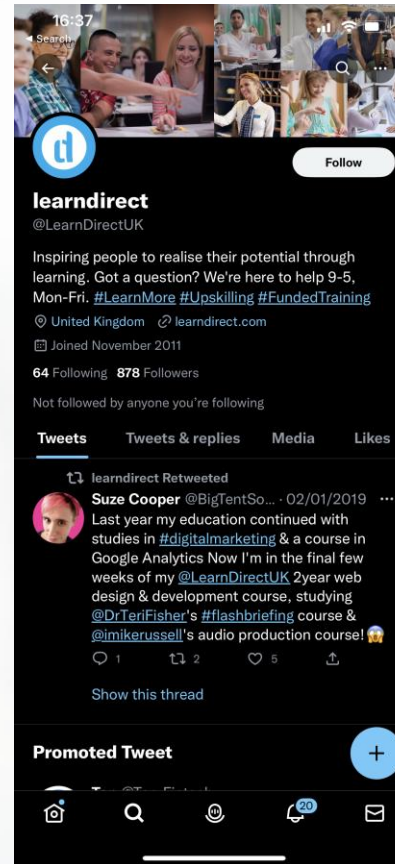


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# MARKET SHARE: SOCIAL MEDIA

## Competitor Activity: Significant (Only Learn Direct) Other competitors are lacking engagement

- Reach and engage with niche users
- Tie all into awareness campaigns
- Plan, test and refine
- Build on complete engagement rate
- Use audience knowledge to improve wider marketing performance.



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# PAID REMARKETING

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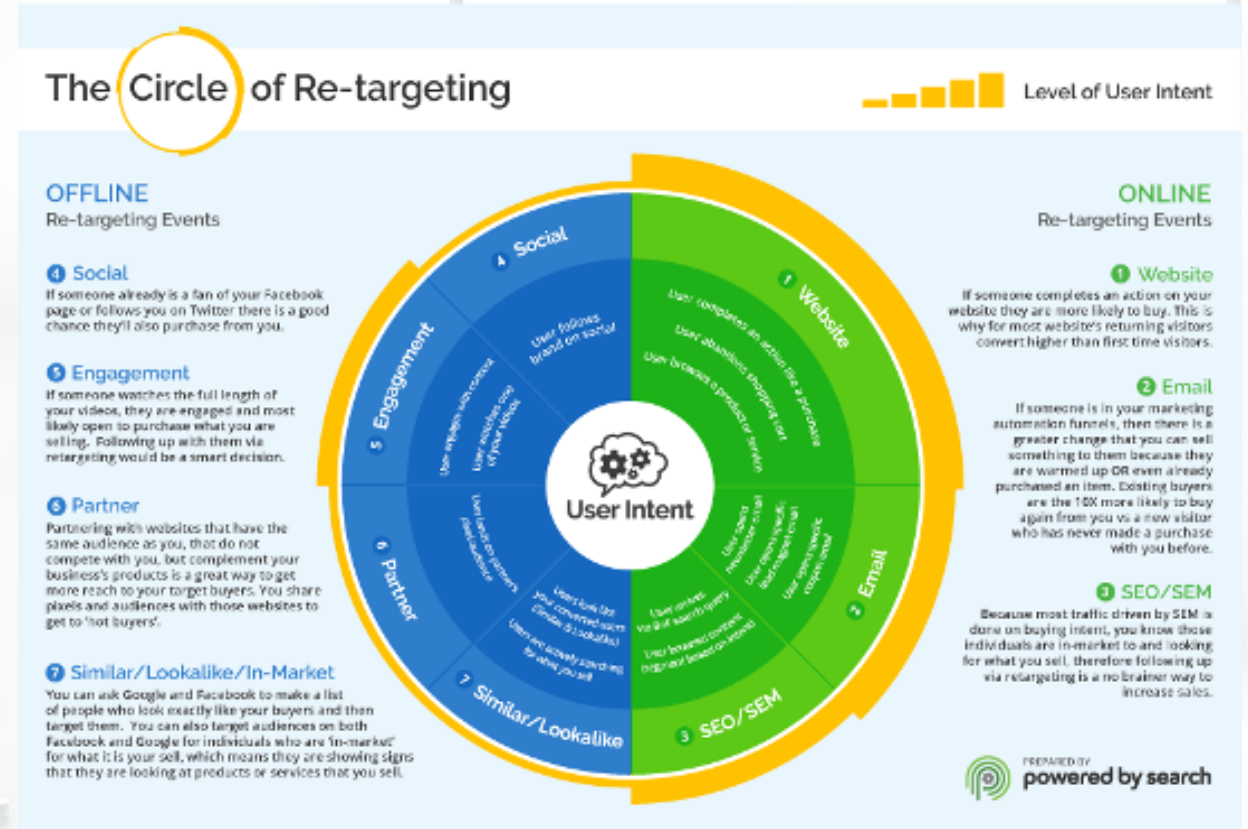
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# MARKET SHARE: PAID REMARKETING

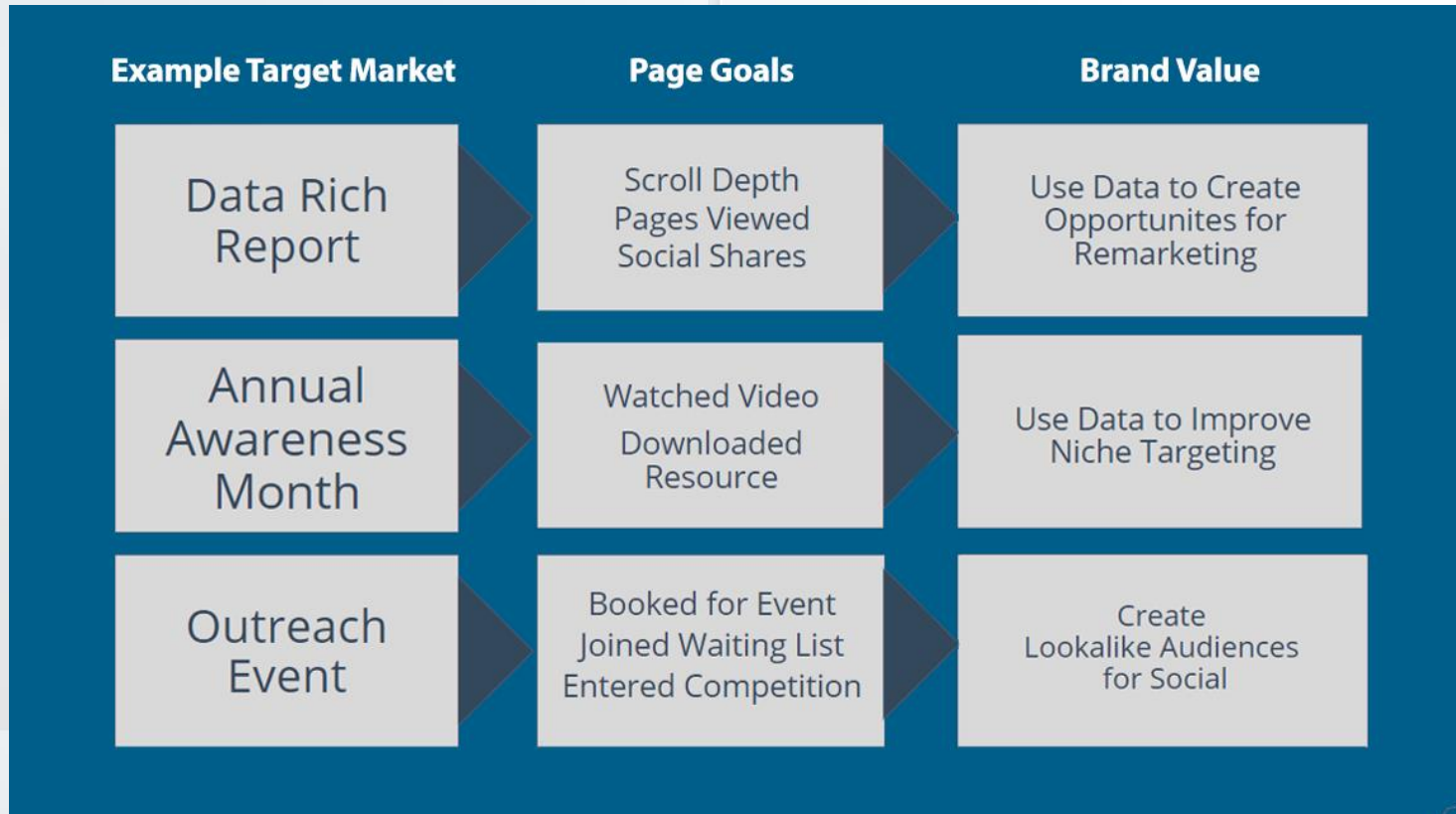
## Competitor Activity: Limited

## Access Skills Opportunity:

- Connect with Users on Multiple platforms
- Layer marketing engagement
- Target users who engaged with specific content
- High levels of automation
- Engage with Micro- conversions
- Scalable and Controllable costs



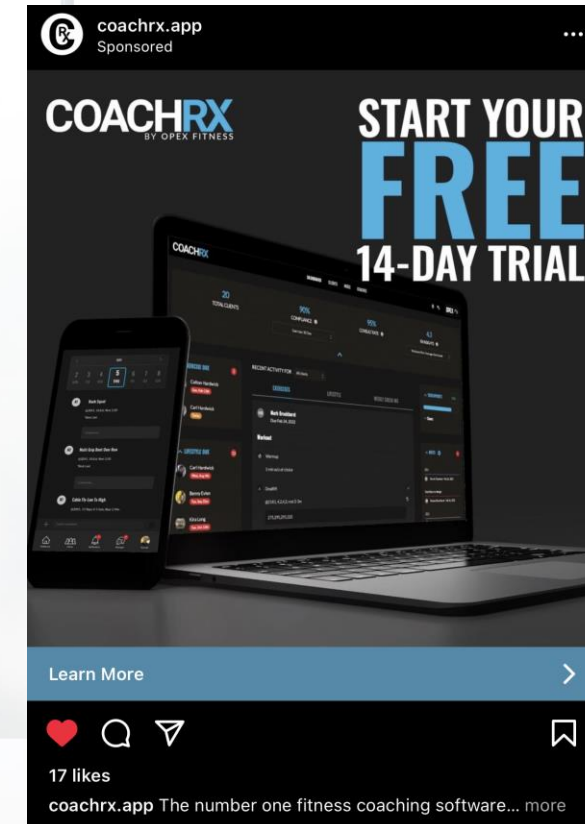
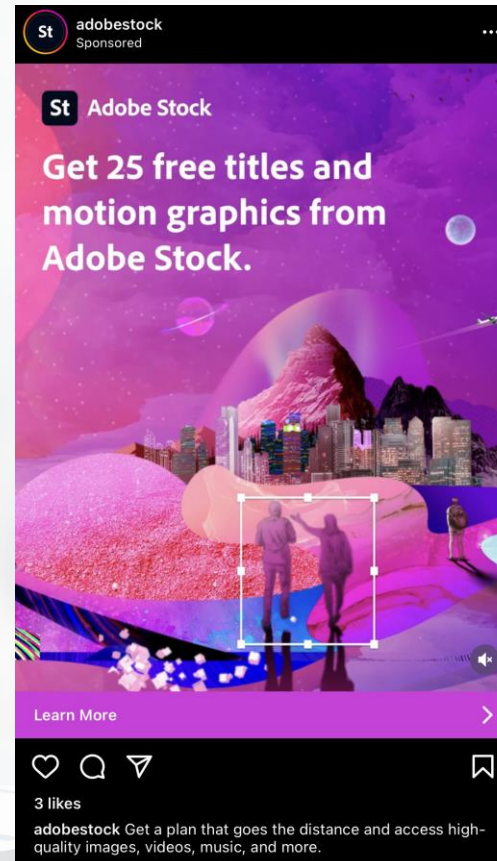
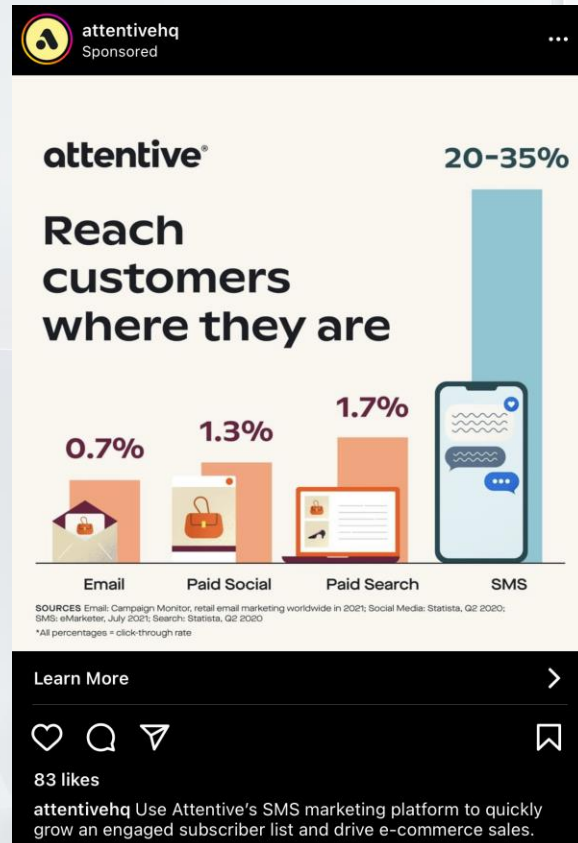
# MARKET SHARE: PAID REMARKETING



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# MARKET SHARE: PAID REMARKETING



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# CONVERSION RATE OPTIMISATION

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# BOOKINGS: CRO

**Competitor Activity:** Likely

**Access Skills Opportunity:**

- Improve the impact of each engagement
- Benchmark & improve Conversion Rate on new site
- Test & Improve the site between builds
- Test User journey by
- Channel
- Layout
- CTA
- Colour Scheme More

The screenshot displays the JustAnswer Medical website. At the top, the logo 'just answer UK Medical' is visible, along with the tagline 'Ask a Doctor and Get an Answer to Your Medical Question ASAP'. Below this, a section titled 'Have Medical Questions? Ask a Doctor Online.' provides a brief description of the service. The main content area features a 'Browse by Expertise' dropdown menu, a text input field for 'Type Your Medical Question Here...', and a 'Continue >' button. To the right of the input field is a photo of a smiling female doctor. Below the input field, a section titled 'What Customers are Saying:' displays a five-star review from 'sharron' dated '31/01/2019'. At the bottom, a 'Medical questions' section lists several user queries. To the right of the website screenshot, a comparison of two versions, A and B, is shown. Version A is labeled 'CONTROL' and features a red bar chart with a '23%' value. Version B is labeled 'VARIATION' and features a green bar chart with a '37%' value, indicating a significant improvement in conversion rate.

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# UX & ACCESSIBILITY

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# BOOKINGS: UX & ACCESSIBILITY

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**Competitor Activity:** Limited

**Access Skills Opportunity:**

- Ensure course curriculum is clear and easy to enrol
- Optimise for screen readers, voice search and hands free browsing
- Can be a deciding factor for many users
- Scalable implementation

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# EMAIL MARKETING

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# BOOKINGS: EMAIL MARKETING

**Competitor Activity:** Limited

**Access Skills Opportunity:**

- Re-engage Warm Leads
- Incentivise Past Customers
- Use customer insights to create *Look-A-Like*
- Boost new content, events & promotions
- Use list segmentation to drive conversions

## EMAIL MARKETING STRATEGY

Subscriber Stage



Email Tips

AWARENESS

Email marketing provides one of the most powerful tools for encouraging long-term habitual interactions with a brand and creating brand awareness.

- Tone that represents brand value
- Suitable Email template

Building strong relationships with an email list is one of the best marketing strategies for increasing sales performance and strengthening the position of a company.

CONSIDERATION

Once intrigued, customers are interested in learning more about what you can offer them.

- Personalize your content
- Make email dynamic

Use the data you've gathered from your email subscription form to send personalized content addressing pain points.

CONVERSION

At the conversion stage, just before purchase, your aim is to hammer home why your product is perfect for your prospect.

- Consider automation
- Be more meaningful

Alternatively, you can convince prospects with limited-time special offers or discount codes.

LOYALTY

Once you have a purchase in the bag, the rules of engagement change to earning customer loyalty.

- Partner with experts
- Track conversions

This is where transactional emails are a key customer experience tool.

POWERSLIDES

4

WWW.POWERSLIDES.COM

# Launch Recommendations

## INCREASE BRAND AWARENESS

- Outreach via Relevant Partners & Publications
- Paid Advertising Campaign on PPC, YouTube, Display & Social
- Targeted Campaigns
- Integrated SEO

## INCREASE MARKET SHARE

- Targeted Influencer Marketing
- Targeted Content (Gap) Marketing
- Paid Advertising Remarketing

## INCREASE BOOKINGS

- Conversion Rate Optimisation
- UX & Accessibility
- Email Marketing



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# ROADMAP

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# YOUR DIGITAL STRATEGY PROJECT

1. Digital Audit – An audit of your current and potential Digital Marketing activities
2. Digital Launch Strategy – Our proposed Digital Strategy for your business
3. **Roadmap – A suggestion of where to focus your time and effort over the next twelve months in order to achieve your objectives – Lewis Towning will be in touch**

