

Digital Marketing Essentials

Workshop

2026 Start Smart Accelerator Programme



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Your guide for today...

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Get Social: www.nsdesign.social



Digital Overload?

*There's so much we **could** do...
But it doesn't mean we **should** do it.*

Digital Marketing

Lead Generation

Content Marketing

Opt-in Email

SEO

CRM

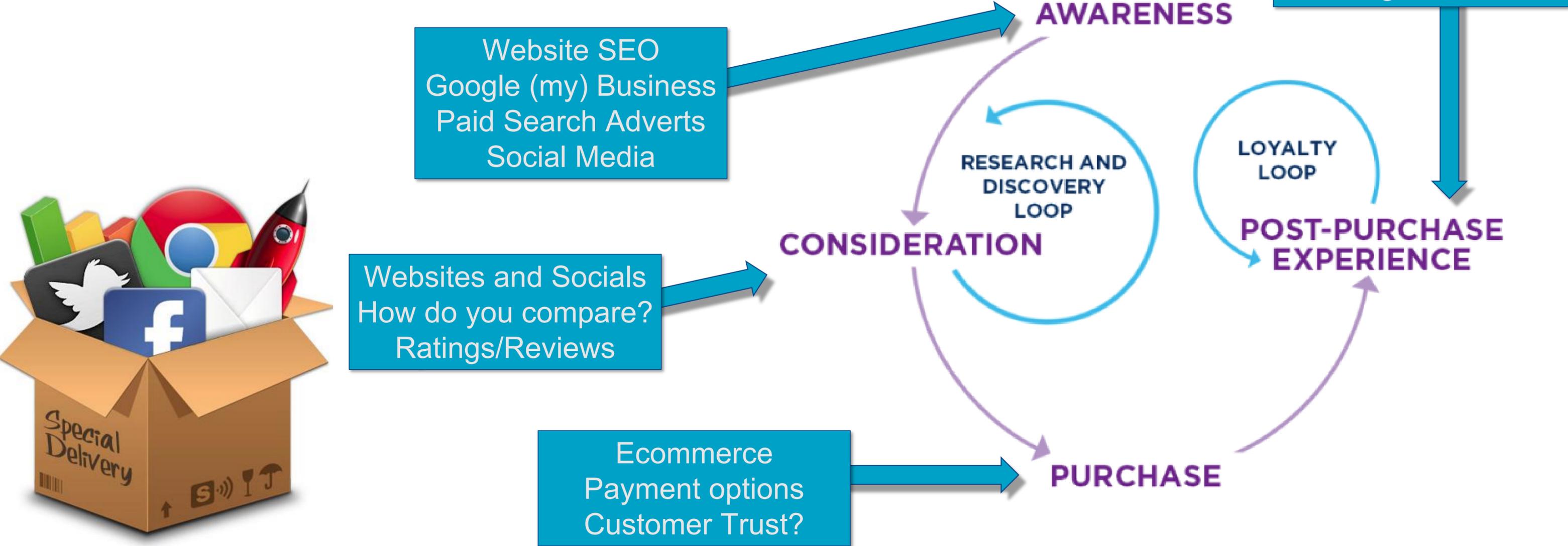
Search Ads

Social Media

onboarding

The customer's digital journey

Do you understand the digital journey your customers take?



So what are the 'Essentials'?

1. **Websites (and Google SEO)**
2. **Social Media (Engagement)**
3. **Content Creation (and AI?)**

Websites (and Google SEO)

Why do you even need a website these days?

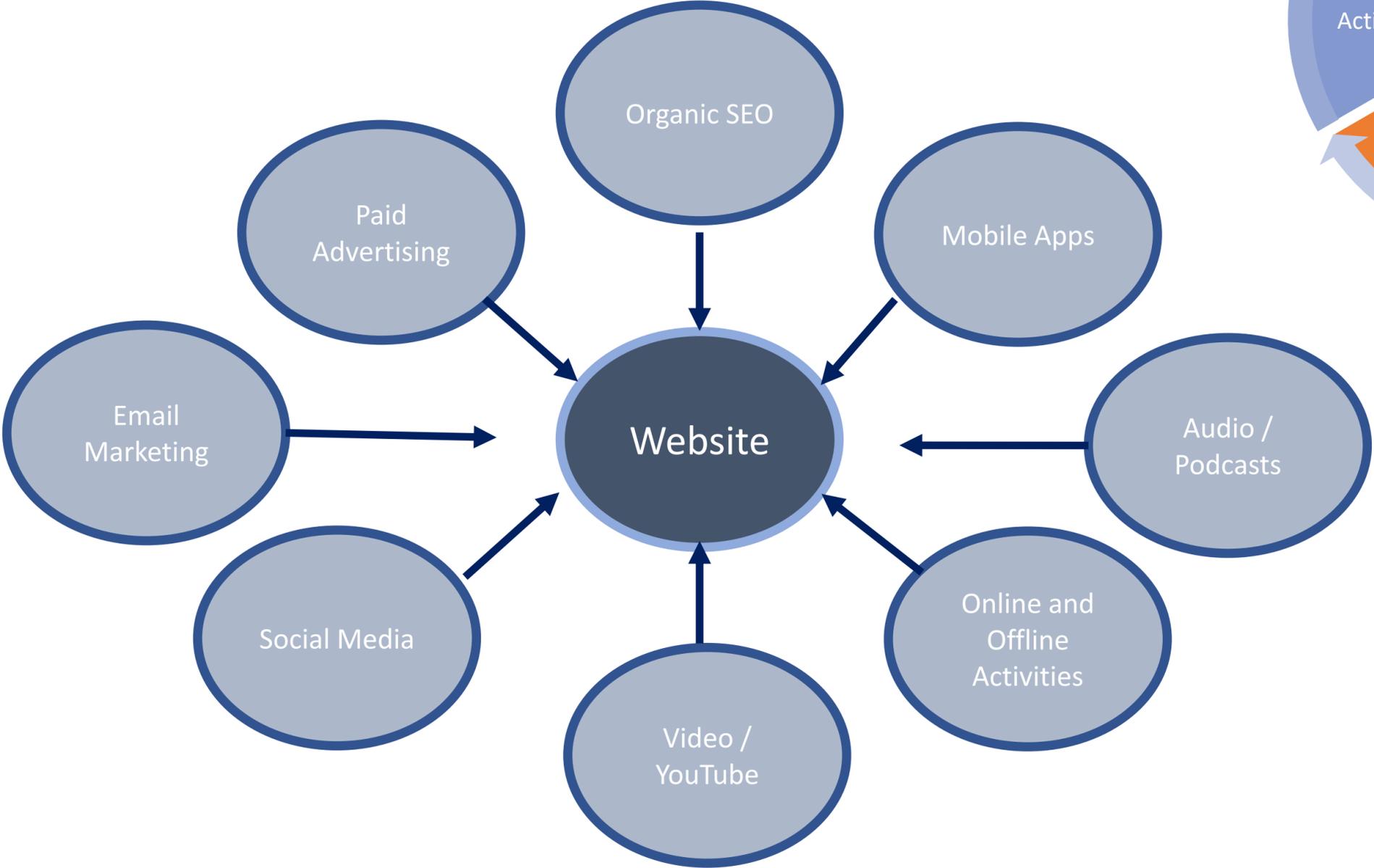
- Your website is the **home** of your content.
- You own it. You are in control of it.
- You are responsible for what goes on it.
- You have control over the way your information is presented in search results.
- Google would rather link to you than Facebook or Instagram!



<https://unsplash.com/photos/uOYak90r4L0>

Digital Marketing Channels

what digital tactics should we use?



How to build a website?

WIX.com

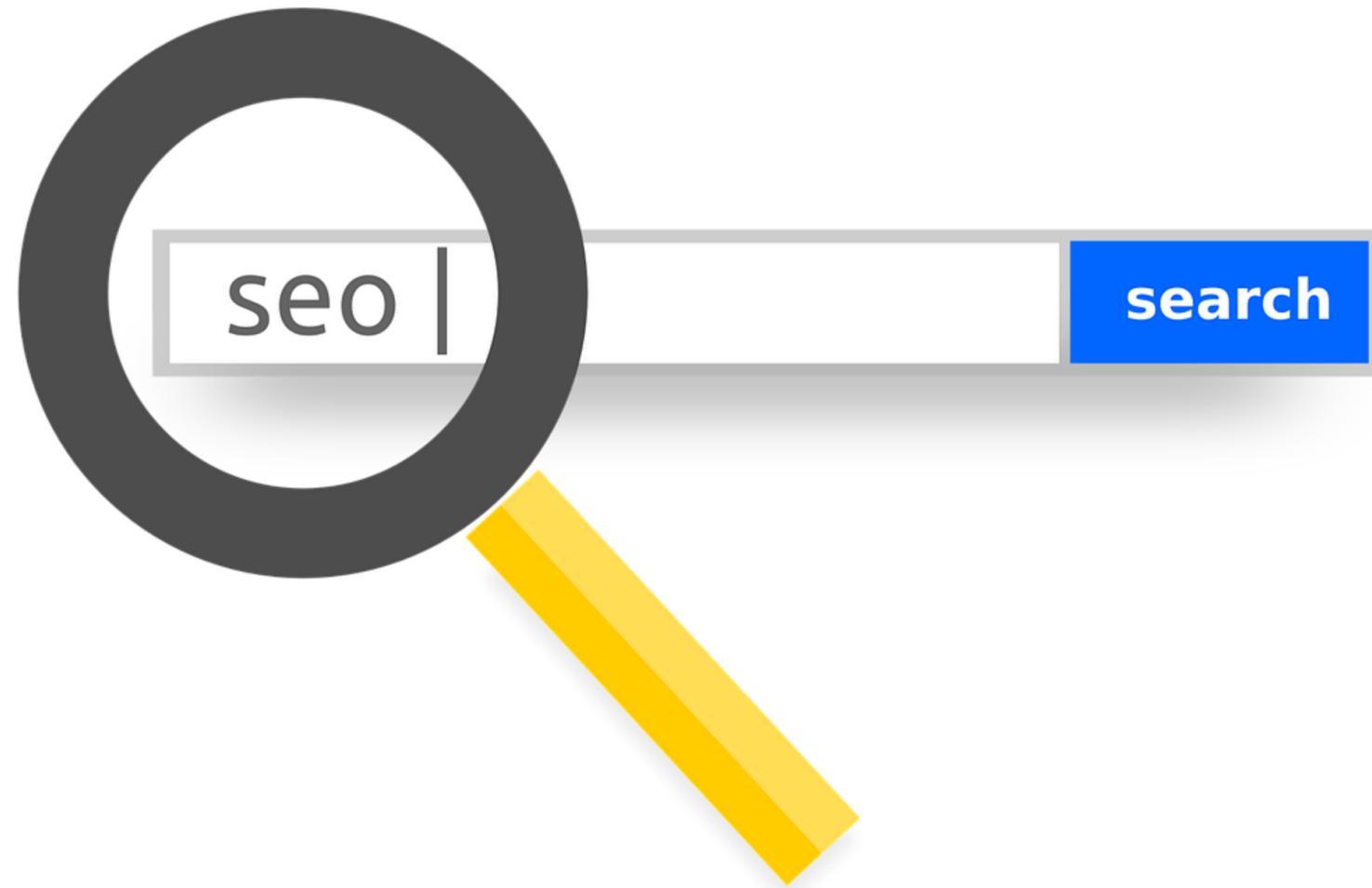
 Lovable


SQUARESPACE

 GoDaddy™

Canva

The need for



Start Simple. Answer these 3 questions:

1. Who am I targeting and which stage of the customer journey are they at?
2. What words and phrases (keywords) might they search for in Google to help them achieve their objectives?
3. Are these words on my website?

Keyword Authority

Do you have authority for the subject the user is looking for?
In other words – are you about, the keywords they searched for?



Keywords and the customer journey:

The deeper into the journey they go, the more detailed and “long tail” the searches become....

Early Awareness (I have an idea... but no specifics yet):

>> “Holiday in Scotland”

Early Consideration (with loose idea of details):

>> “Places to stay in the Highlands”

More Focussed Consideration (narrowing it down.. but still open to alternatives):

>> “Self catering accommodation in Inverness”

Nearly ready to Purchase (looking for who provides it):

>> “Dog friendly self catering log cabins near Inverness”



<https://www.bluecorona.com/blog/new-digital-marketing-funnel-strategies/>

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GARY'S WILDERNESS RETREAT

HOME FROM HOME

Opening Paragraph from Fictional Website:

Welcome to Gary's Luxury Wilderness Retreat. A Home from home no matter where you're from. A place to relax, enjoy nature, and escape from the city for that deserved family break.

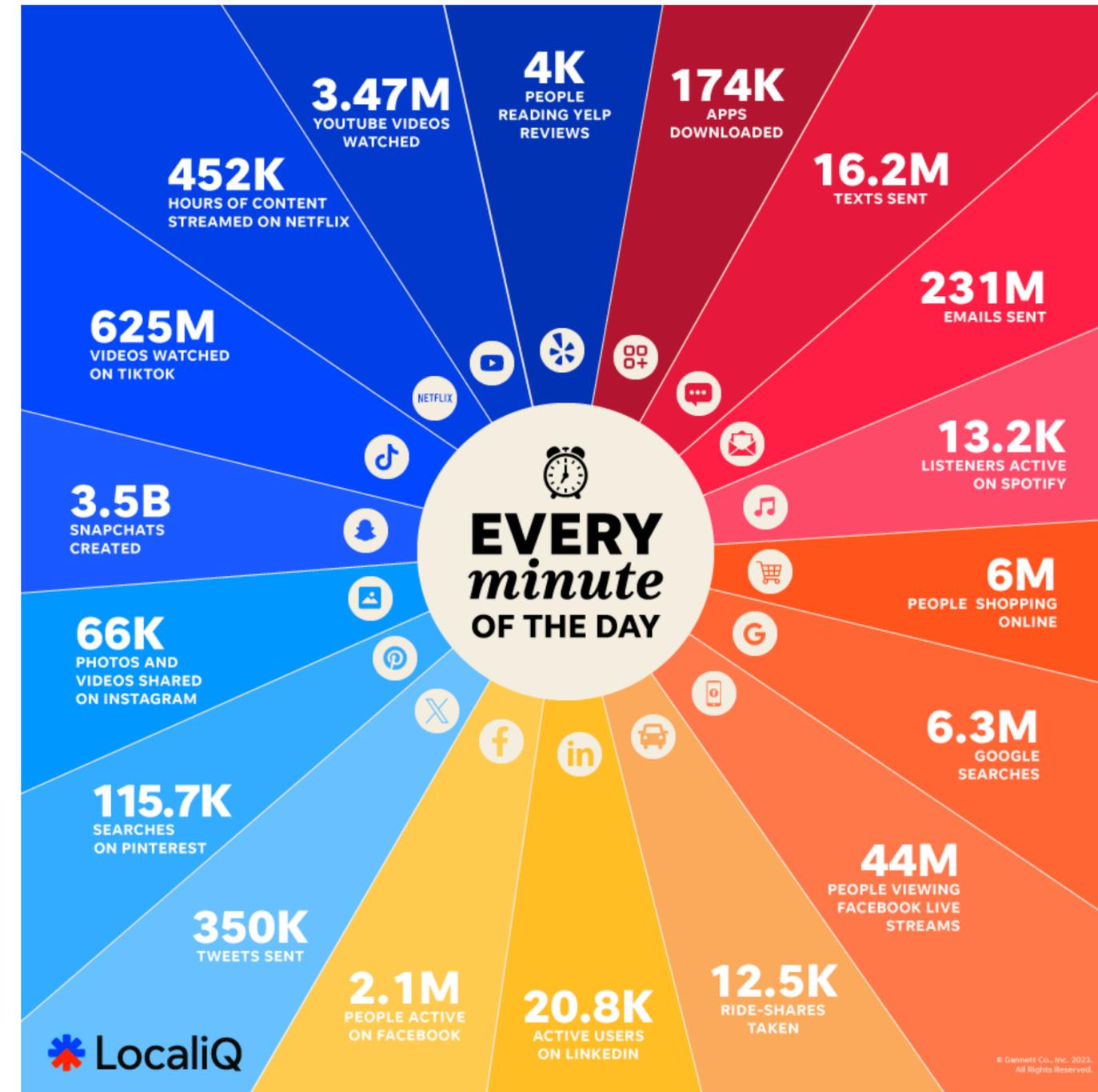
Some minor SEO Tweaking:

Looking for a place to stay in the Highlands for that perfect Holiday in Scotland? Welcome to Gary's Wilderness Retreat, offering a range of self catering accommodation options including our luxury log cabins suitable for the whole family (including the dog!) based just outside Inverness.

Social Media (Engagement)

Social Media Today...

A very crowded landscape...



The One-Word Social Media Alliteration Game...

Complete the blanks (using just one word, starting with the same letter as the platform):

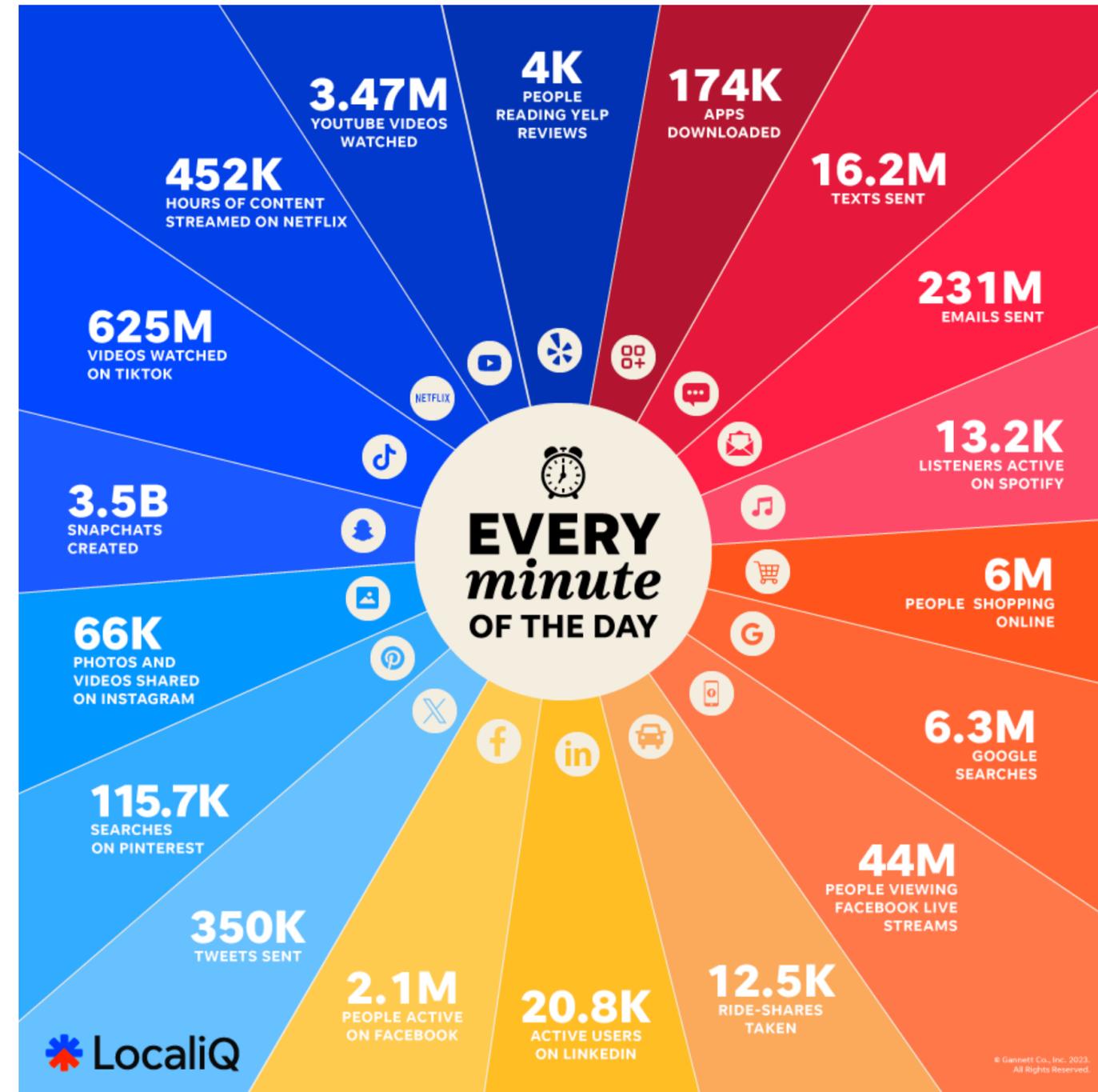
Facebook for Friends, Family, Fun?

Instagram for Images, Inspiration, Influencers?

Twitter (X) for Talking, Trends, Topical?

LinkedIn for Leads, Leadership, Learning?

TikTok for Teens, Time-wasting, Twerking?

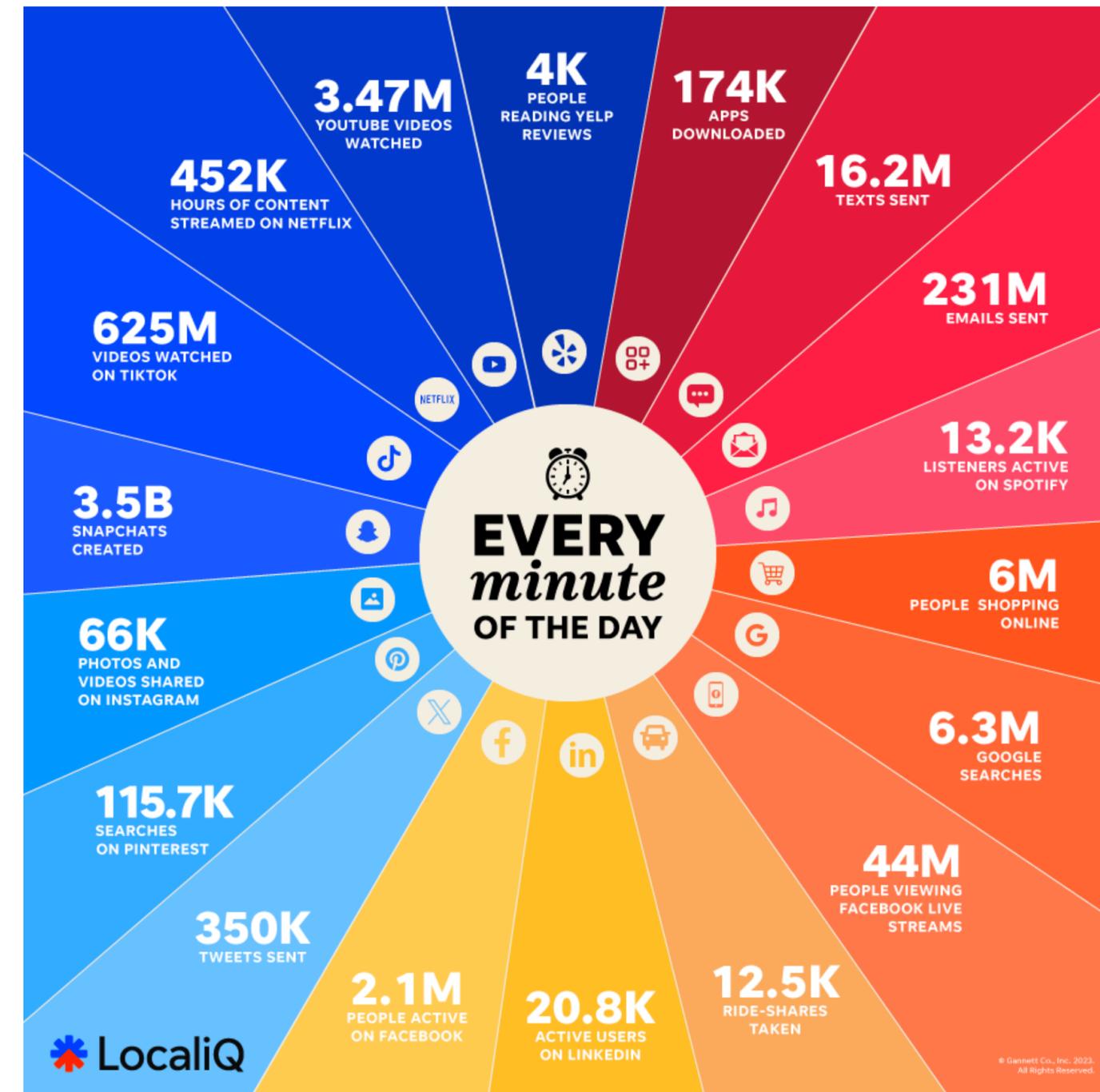


Social Media Today...

A very crowded landscape...

In Summary:

- They're all FREE.. But you don't need to be on them all..
- Which ones are best for engaging with your target audience
- Treat them differently with different objectives



Understanding the social algorithms

And the challenge of 'ever reducing reach'

The Facebook Algorithm

Did you know:

The average Facebook Business Page gets around 2% reach on organic posts (Instagram is 15%)

“But I’ve got 2000 likes!!

Where’s the other 1,818 people?

NSDesign
March 18 at 9:14 AM · 🌐

There's no doubt email is an effective form of marketing... as long as it's done right. To do this, you need to understand and experiment with split testing... so let's get started! <https://www.nsdesign.co.uk/why-you-should-split-test-your-.../>

Google Mail Phone

NSDESIGN.CO.UK
Why you should split test your emails | NS Design
Are your email marketing campaigns falling flat? This blog gives you some...

182 People Reached 7 Engagements Boost Post

3

The Facebook Algorithm

Did you know:

The average Facebook Business Page gets around 2% reach on organic posts (Instagram is 15%)

You can reach MORE than your total likes

NSDesign
Published by Gary Ennis [?] · February 25 · 🌐

Fun visit to Cumbrae yesterday delivering a #DigitalBoost workshop in Millport. Lovely to meet the local businesses who attended!.. here's a wee flavour of the day (and our "Videos for Business" workshop). 📺 Visit Cumbrae

2,172 People Reached

292 Engagements

Boost Post

9 Comments 6 Shares

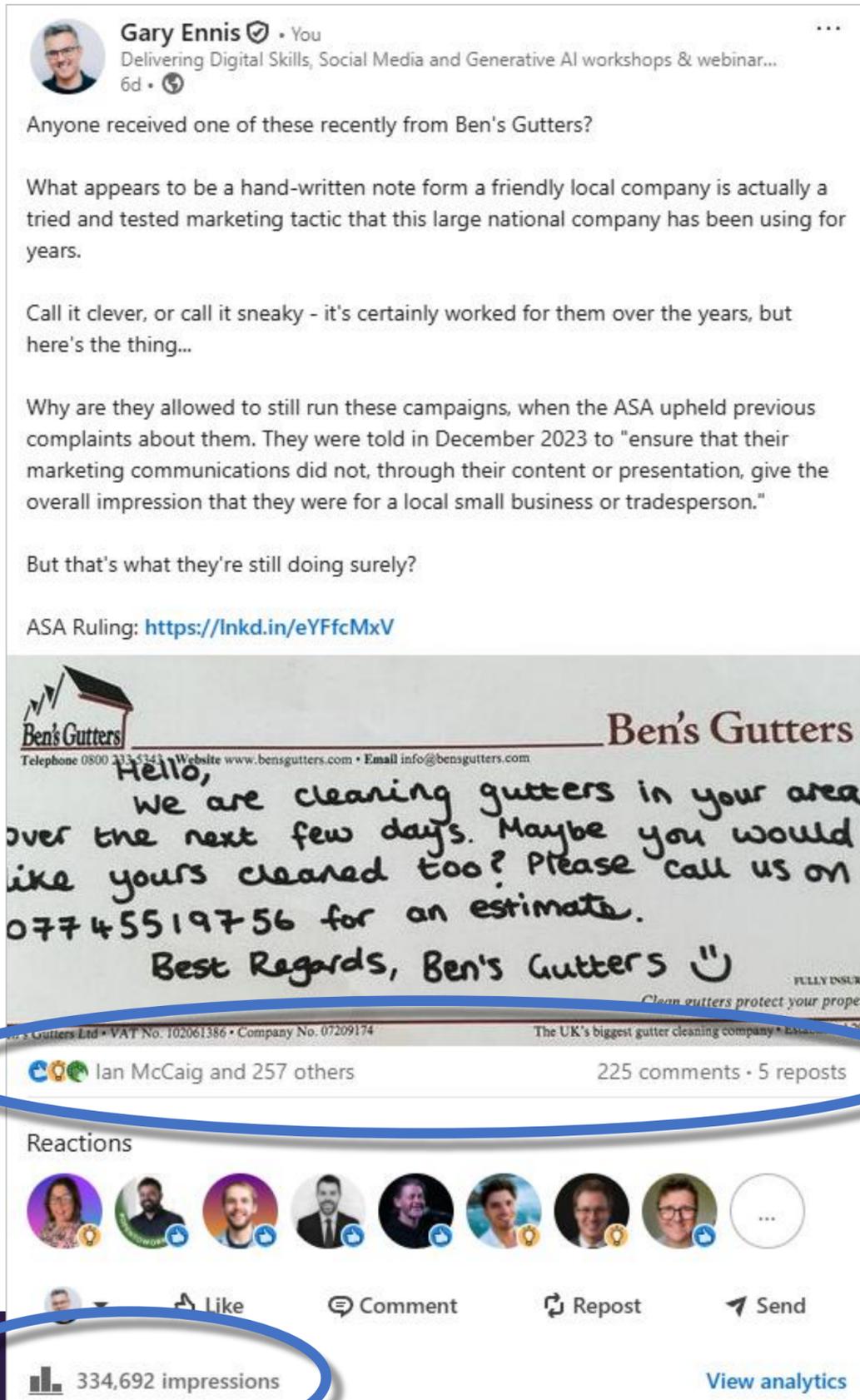
It's all about the ENGAGEMENT

The LinkedIn Algorithm

It's essentially the same:

Average organic reach is around 2.8%

But with the right engagement!!



It's all about Engagement

So how do you get more of it?

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Content Creation

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Created Content v Curated Content

Created Content

- Blog posts
- Infographics
- Videos
- White papers
- Thought leadership

Positives

- ✓ Unique
- ✓ More personality
- ✓ More likely to be engaged with

Negatives

- ✗ Takes more time
- ✗ Deadlines to hit
- ✗ Much more effort

Curated Content

- Retweets
- Shares
- Links to other websites
- Images and videos created by someone else
- User Generate Content

Positives

- ✓ Efficient
- ✓ Already good quality
- ✓ Simple to do

Negatives

- ✗ Lots of competitors
- ✗ Limited personalisation
- ✗ Not unique

Good content = a good balance of created & curated

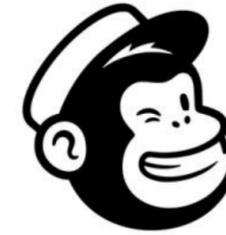
It's ultimately about value : for your audience.

Types of content:

- Blogs or Vlogs
- Email campaigns
- Social media posts
- Digital Adverts
- Video
- Images
- Infographics
- Podcasts



WORDPRESS



mailchimp



Anchor



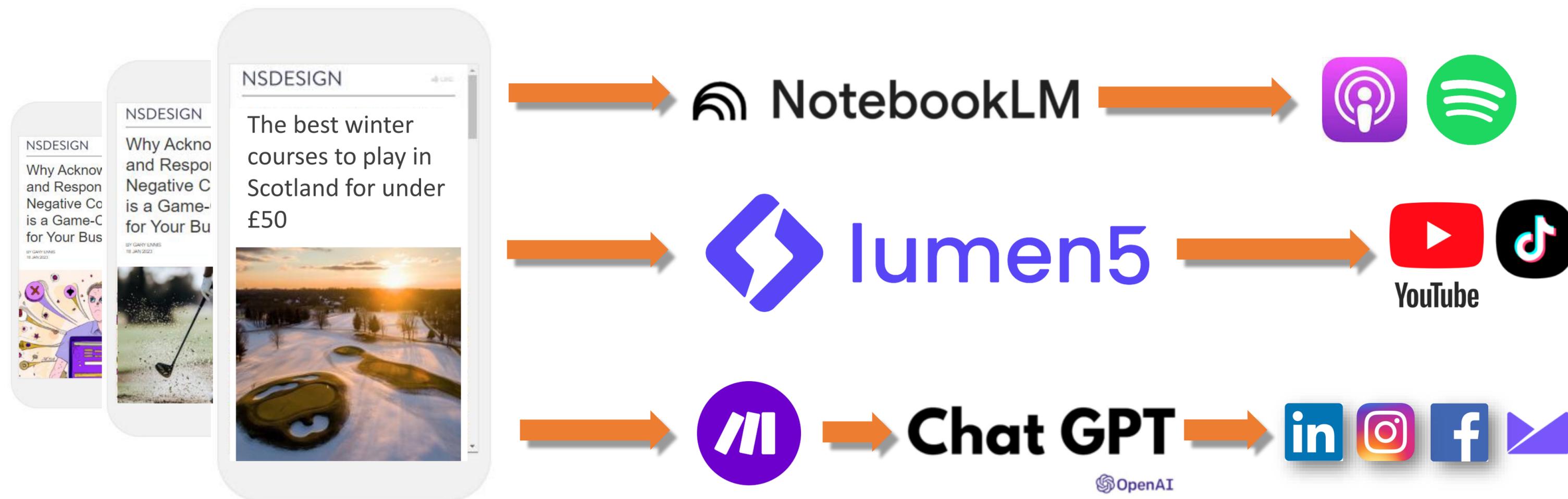
pixabay 

Could AI help you?



Let's join all this up – content made easy...

What would a turbo-charged digital content strategy look like using nothing more than ChatGPT (and other AI tools)?



Your Follow-on Task!

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Digital Marketing Strategy at it's simplest:

Think about your digital marketing channels:

Ask yourself 3 questions:

1. What?

(what is this – can you describe it)

2. Who?

(who is the target audience)

3. Why?

(Why are you using it? What is your objective?)

Channel	Describe	Target Market	Objective
Website			
Facebook			
LinkedIn			
TikTok			
Others...			

Thank you.

Gary Ennis

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