

# It's a Changing World

## 4 Key Items That Drive Digital Success

- Traffic
- Engagement
- Conversion
- Retention



- **Display Traffic** – Drives Awareness & Brand
- **Paid Traffic** – Supports search related thoughts
- **Organic** – Content is the key driver of organic (SEO) rankings
- **Social** – Social is a by product of content with engagement
- **Retargeting** – Bring them back – Stay top of mind

*NOTE: Content includes written words, spoken words, video and pictures*

- What am I wanting them to do?
- What is the page or pages I want them to review?
- What actions do I want them to take?
- How do I know if they took those actions?

- What is a conversion?
- Its an action that you predetermine that has a meaningful impact on your business
  - Measure the impact of that action on your business
  - Fill out form
  - Download information
  - Book hotel from your site
  - Book a flight – a tour – an adventure
  - Download trail guide – fishing guide

## • Bring Them Back

- Cookie them and follow their progress
- Build cookie pools from your key “measurable” pages
- Resend them a message “Display Ad” from the key page they last visited
- Send them special offers – now – 3 months or even next year
- Make them feel special
- This is the best and cheapest way to drive more business

