

A Business Leader's Guide to Digital Marketing

SEO | PPC | PR



by Laura Hampton
HEAD OF MARKETING AND PR

A little about me...

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Who we are

Impression is an award winning, strategic thinking team of digital marketing experts with a creative edge.

We thrive on creating intelligent, integrated creative marketing campaigns and seamless customer journeys.

We're passionate about doing the best work we can and pushing new technology to its limits. And we achieve results to be proud of.



Our Team

SEO, PR and PPC professionals passionate about crafting
the future of digital marketing



Our clients

We work with influential businesses both locally and nationally

Bank of Ireland 

IKANO



Donington 

 experian.

 The University of
Nottingham
UNITED KINGDOM • CHINA • MALAYSIA

RobinHoodenergy

WinTech
RACING

 Lightsource

 EDF ENERGY

 Nottingham
City Council

 internet
gardener

SLIDEROBES®

WEARALL.COM

Telefonica


WILLMOTT DIXON


MOTORPOINT
arena

*Thorntons*TM

 **IMPRESSION**

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Awards

Impression is an award winning, strategic thinking team of digital marketing experts with a creative edge.

The Drum
Recommended
Digital Agency
Awards

- Search Agency 2018 -
- Digital Strategy 2018 -



EUROPEAN
SEARCH
AWARDS

- Best Large SEO Agency 2018 -
- Best Small PPC Agency 2017 -



UK
Agency
Awards
2018

- Search Agency of the Year -
- Best Integrated Campaign -



DXA '18
UK Digital Experience Awards

- Best Digital Team -
- Best Use of SEO -



What we do

We help businesses just like yours to make more money by generating new leads and making more profitable online sales.



SEO



PPC



PR



CONTENT



CRO



WEB

What I'll talk about today:

- ❑ Persona Driven Marketing
- ❑ Fundamentals of Search Success
 - ❑ Building Credibility (and Links)
- ❑ Performing in a “Pay to Play” World
- ❑ How to Measure Digital Marketing Success
 - ❑ What's Next for Tomorrow's Marketer

But first, a story...

Success makes for bigger Impression



Impression Digital managing director Aaron Dicks (left) and co-founder Tom Craig.

By Rebecca Smith-Dawkins

Founded in 2012 by university graduates Aaron Dicks, [unclear] on new staff and remaining in the area."



Joint owner directors Aaron Dicks and Tom Craig with staff of Impression celebrating third year in business.

Thriving firm aims to make bigger Impression in 2016

By Rebecca Smith-Dawkins

worth of talent in Nottingham, and it's exciting for us to be seen as a business which is... My Dicks adds... more of a graduate...

2015/16: Local Agency Makes "Big Impression"

2016: Our first “real” office

No more sharing
with another
agency or working
from Tom and
Aaron’s flat



2016: Nottingham Post New Business of the Year



2016/17: Impression takes to the big stage

Speaking alongside big names



2017: European Search Awards: Best Small PPC Agency

Our first international award



2018: New Office at Fothergill House

With space for plenty
more growth to come



2018: European Search Awards and UK Search Awards: Best Large SEO Agency

Plus a range of other awards and shortlists too

Our Vision:

To become the UK's digital agency of choice

**We've used all the
techniques I'm going to
share with you today.**



Persona Driven Marketing

Know Your Audience

Know Your Audience

Who are you speaking to

Know Your Audience

Who are you speaking to

What do they want

Know Your Audience

Who are you speaking to

What do they want

Why should you be the one to give it to them

Speaking to many...



Vs speaking to one.



Know Your Brand

Know Your Brand

What do you want to be known for

Know Your Brand

What do you want to be known for

How do you want to be perceived

Know Your Brand

What do you want to be known for

How do you want to be perceived

Who do you want to be aligned with

Being “A Brand”...



Vs being a brand.



A hand is shown pointing at a search bar. The search bar is a rounded rectangle with a white border and a blue magnifying glass icon on the right side. The background is a blurred image of a person in a blue shirt.

The Fundamentals of Search Success

Search success

means

**being seen by the people who
want to buy from you**

at the time when

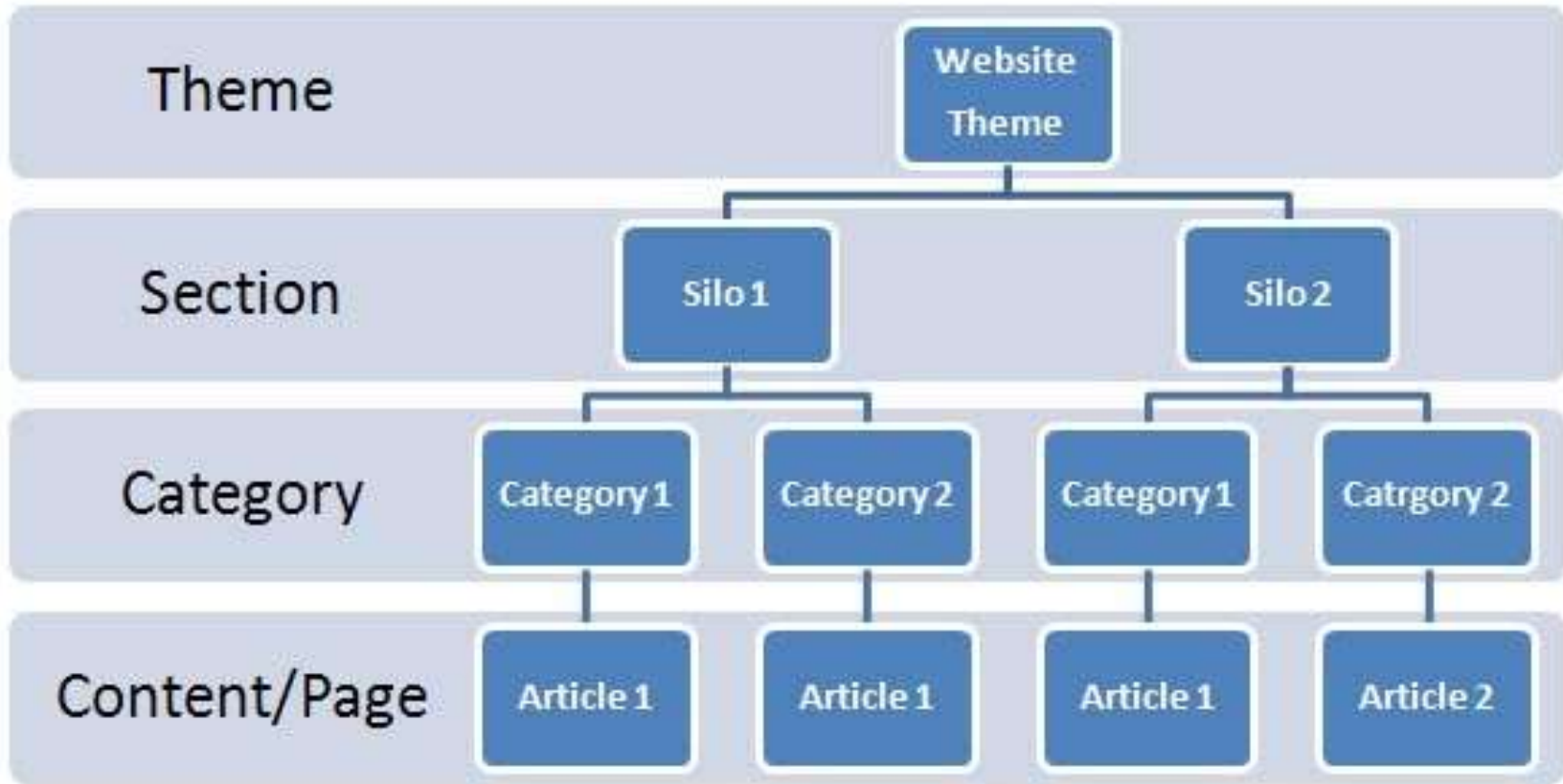
they need/want you most

Keywords for SEO

What will your audience be most likely to type into Google when they need your services?

Keywords for Users

What search queries does your business
deserve to be listed for?



A well optimised page
is
a page that does what the user
expects
in the
way that best meets their needs



You are here: [Home](#) > [Digital Marketing Services](#) > [Search Engine Optimisation \(SEO\)](#)

Search Engine Optimisation (SEO)

Savvy marketers invest in organic search. Improve rankings, increase traffic and get results.

[SEO ACCOUNT REVIEWS](#) | [ECOMMERCE SEO](#) | [LOCAL SEO](#) | [INTERNATIONAL SEO](#) | [GET IN TOUCH](#)



Search engine optimisation (SEO) is an essential marketing channel for any business that seeks to reach an online audience. Get it right and you can expect more traffic and more leads – which means more sales and more money into your business.



You are here: [Home](#) > [Digital Marketing Services](#) > [PPC \(Pay Per Click\) Management](#)

PPC (Pay Per Click) Management

Winner of the Best Small PPC Agency award at the European Search Awards

GOOGLE ADS | PROGRAMMATIC DISPLAY | SOCIAL MEDIA ADS | GOOGLE SHOPPING



Our PPC team produces and executes profitable paid marketing strategies. We use data-driven insights alongside a combination of technology and creativity to drive high performance campaigns that make a tangible difference to your bottom line.



You are here: [Home](#) > [Digital Marketing Services](#) > Digital PR



Digital PR

Increase brand awareness and position your company as a thought leader with digital PR services from Impression



PR is a hugely valuable asset to any business. Whether you're a growing start-up or a long established company, positioning your brand and your people as thought-leaders will pay dividends now and well into



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Cats > Scratchers & Furniture



Roll over image to zoom in

Finether Cat Furniture Cat Tree Cat Tower Cat Tree Tower Cat Play Tower with Sisal Scratching Posts Hammock/Perches Platform/Dangling Ball 55 W x 45 D x 154 Hcm

by Finether



346 customer reviews

24 answered questions

Amazon's Choice for "cat tree"

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Voucher Apply 6% voucher Details

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Want it delivered by Thursday, 31 Jan.? Order within 23 hrs 26 mins and choose One-Day Delivery at checkout. Details

Sold by ATFRUK and Fulfilled by Amazon. Gift-wrap available.

1 new from £49.99 1 used from £48.99

Size Name: 4-tier

Colour Name: GREY

- £49.99
- £49.99
- £49.99

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Yes, I want a free trial with FREE One-Day Delivery on this order. amazon prime

Quantity: 1

Add to Basket

Buy Now

Deliver to Nottingham NG3

Add to List

Other Sellers on Amazon

2 used & new from £48.99

Have one to sell? Sell on Amazon



Ski Jacket

£140

★★★★★ (1)

544-683

Fit

Regular



Colour

Colourblock



Size

Choose Size

☰ [Size Guide](#)

ADD TO BAG



Description

Complete the look with **£10 off†** & **nothing to pay today^**.[FIND OUT MORE](#)

29.9% APR Representative variable.

†First credit purchase only of £15 or more. ^The credit limit may be lower than your order value. You will be asked to pay for any excess at the time of your order. Credit subject to status.

STYLE WITH



Ski Zip Top

£25





Building Credibility (and Links)

All links are votes...

But not all votes are equal...

Hi, I'm Laura...



Hi, I'm Laura...



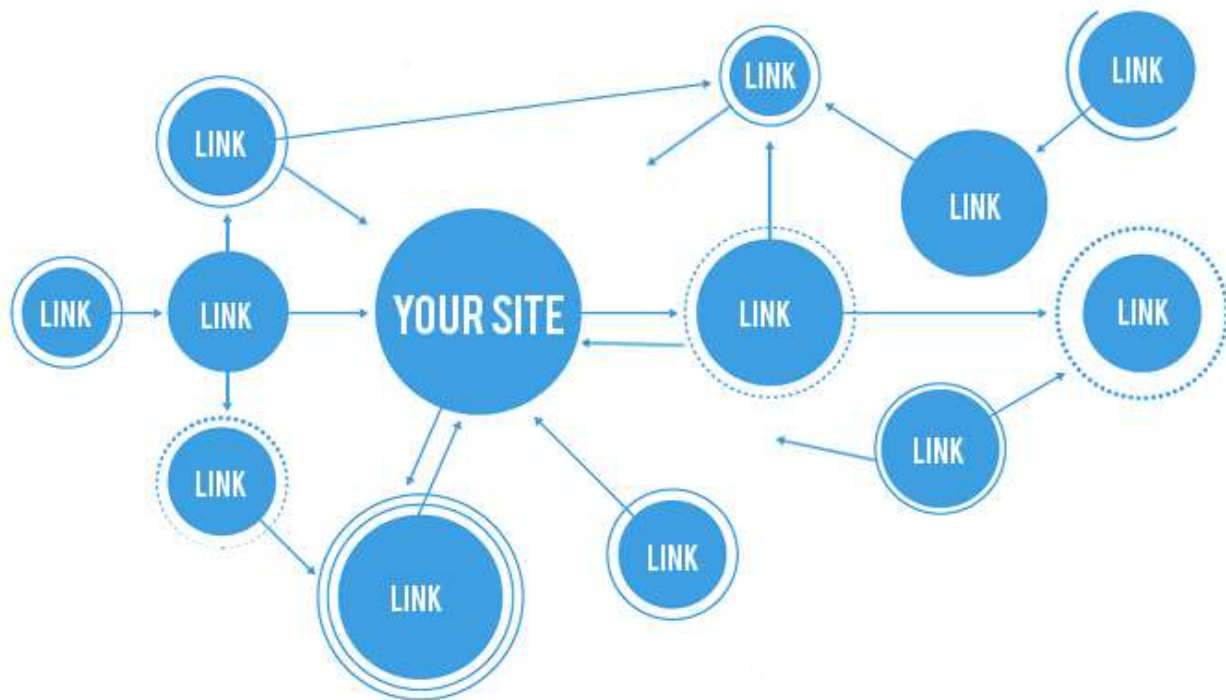
Hi, I'm Laura...



CIM

The Chartered
Institute of Marketing

All links are votes... not all are equal



Digital PR

is a valuable technique to

**get your brand seen in the places
your audience is already looking**

and

**align yourself with reputable
brands**

A large billboard in a city at dusk. The billboard has a dark background with the words "SUPER SALE" in large, white, bold letters. To the right of the text is a white shopping bag with a red "SALE" label and a red "79" price tag. The background shows a city street with light trails from cars and tall buildings in the distance.

**SUPER
SALE**

Performing in a Pay to Play World



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About 3,690,000 results (0.77 seconds)

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ST



Nicole Gregory Henrik Olsen and 5 others like Jasper's Market.



Jasper's Market

Sponsored · 🌐

s Market is now open downtown! We feature a large selection of produce to help you meet all of your family's cooking needs.



Like · Comment · Share · 🔄 453 ➦ 176

Suggested App



Captain Cat Cuddles Adventures

Sponsored · 🌐

Sail the high seas with the most qualified cat in the world—Captain Cuddles!



Captain Cat Cuddles

Adventures

★★★★

Gamelix

Install Now

320 Likes · 17 Comments · 12 Shares

👍 Like · 💬 Comment · ➦ Share



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filmstreamnow.com

Your favorite movies & TV shows, anywhere. Watch Desert Sands now for free.

Visitor



Your Website



Visitor Leaves



Your Ad On
Other Sites



Visitor Returns
To Your Site



Success in advertising

is all about

setting clear CPA targets

and

**being willing to test budgets
across platforms**

Measuring Your Digital Marketing Success

S

M

A

R

T



**I want to increase brand
awareness.**

~~I want to increase brand
awareness.~~

I want to grow my website traffic.

**I want to increase my search
ranking positions.**

Audience Overview

Oct 17, 2016 - Nov 16, 2016

[Email](#) [Export](#) [Add to Dashboard](#) [Shortcut](#)


All Users

100.00% Sessions



+ Add Segment

Overview

Sessions vs. Select a metric

[Hourly](#) [Day](#) [Week](#) [Month](#)

Sessions

5,000



Sessions

91,712

Users

77,042

Pageviews

237,008

Pages / Session

2.58

Avg. Session Duration

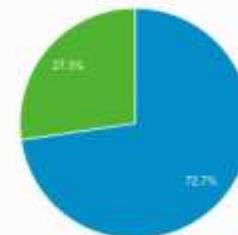
00:00:42

Bounce Rate

1.02%

% New Sessions

72.67%

■ New Visitor ■ Returning Visitor




The Future of Digital Marketing

Technology Driven

If you're not **mobile friendly**, you're already late
to the party...

Voice search and **digital assistants** will guide
the future of online marketing.

User Focused

As Google strives to understand the web more as humans do, the only logical way for marketers to move forward is to **create online experiences tailored to human users.**

Omni Channel

The term 'digital marketing' will be absorbed into the wider marketing mix, in recognition of the role of **multi-channel approaches**. Don't neglect your other marketing channels!

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Thank you

Leave us a review!

<https://www.reviews.co.uk/company-reviews/store/impression>



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