

2021



DIGI2MARKET

immersive technology for SMEs

DIGITAL MARKETING TOOLKIT



Northern Periphery and
Arctic Programme
2014-2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund





Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund



DIGI2MARKET
immersive technology for SMEs



TABLE OF CONTENTS

EMAIL MARKETING	1
<ul style="list-style-type: none">• Mailchimp• Sendinblue• Sender• Constant Contact	
CONTENT CREATION	2
- Graphic Design	
<ul style="list-style-type: none">• Canva• Creatopy• Visme• Prezi	
- Video Creation	3
<ul style="list-style-type: none">• Kapwing• iMovie• TikTok• Adobe Premiere Pro	
SEARCH ENGINE OPTIMISATION (SEO) TOOLS	4
<ul style="list-style-type: none">• Google Search Console• Ahrefs• Clearscope• SEMRush	
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TOOLS	5
<ul style="list-style-type: none">• HubSpot• Salesforce• Pipedrive• Freshsales	
WEB ANALYTICS	6
<ul style="list-style-type: none">• Google Analytics• AppsFlyer• LinkedIn Analytics• Twitter Analytics	
OTHER USEFUL TOOLS	7
<ul style="list-style-type: none">• Mailer Lite• Audiense• Userlike• Later• Hotjar• Loomly	



EMAIL MARKETING

EMAIL MARKETING TOOLS

Of all marketing endeavours, email marketing has the highest ROI (Return on Investment)- estimated at 38:1 and it is one of the most cost-effective marketing strategies for small businesses.

It allows businesses to target users who have provided their email addresses or who have previously purchased a product, ensuring a highly targeted marketing strategy.

There are numerous email marketing tools to choose from and it often depends on your business requirements.



REMEMBER TO....

...be compliant with GDPR guidelines when obtaining email addresses and distributing content to recipients.

Mailchimp



Very popular as it offers a forever free plan which includes up to 2,000 contacts with 10,000 sends per month.

Easy to integrate with WordPress, Shopify and other platforms

[WEBSITE](#)

Sendinblue



Good choice of design templates allowing you to easily create a professional looking email. Includes features like A/B testing and recipient segmentation to optimise your campaigns

[WEBSITE](#)

Sender



Another great email marketing tool which comes with lots of templates. A key feature is the analytics it provides, which allows you to track who opened your emails and who clicked on links and when they did so.

[WEBSITE](#)

Constant Contact



Beginner friendly with access to unlimited emails, built-in social media sharing tools, easy tracking & reporting, list segmentation, Facebook ads integration, and a powerful eCommerce integration for Shopify stores.

[WEBSITE](#)

CONTENT CREATION

GRAPHIC DESIGN

SME's can create professional, slick looking content nowadays without outsourcing or paying high prices to agencies thanks to the numerous graphic design platforms out there that are easy-to-use and inexpensive.

You don't need to have training or experience in graphic design to create visually appealing designs!

Whether it's for adverts online or posts on your social media these tools can help you accomplish your perfect design ideas.

Here are a few suggestions:



DID YOU KNOW?

This document was actually created using Canva's free version!

Canva



Very popular and one of the best known platforms. It is very easy to use and the free version is sufficient for most SME's. It also enables real-time collaboration which is ideal for teams.

[WEBSITE](#)

Creatopy



Quickly and easily create marketing material and promotional banners for use on your website or social channels. Also useful for creating infographics (formerly called Bannersnack)

[WEBSITE](#)

Visme



Features include professional templates, a drag-and-drop editor, free graphic libraries of images, videos, icons and illustrations, free fonts, brand style management, team collaboration and much more

[WEBSITE](#)

Prezi



Known as a presentation tool, Prezi now offers much more than this. Photo editing tools, built-in graphic libraries, data visualisation capabilities and animations being just some of the features.

[WEBSITE](#)



CONTENT CREATION

VIDEO CREATION

Video has seen massive growth over the last few years and this is set to continue. Video ads were the number 1 way consumers discovered a brand they later purchased from and 93% of brands got a new customer because of a video on social media (Animoto, 2019).

In recent years video creation has become inexpensive and accessible to SME's thanks to various softwares and apps that do not require previous video experience.

Below are a few we like:



DID YOU KNOW?

TikTok was the most downloaded app in 2020

Kapwing



Easy to use interface with many features for video, GIF and image editing. Very good, responsive technical support along with numerous tutorials available to learn from. Free version no longer has logo watermark.

[WEBSITE](#)

iMovie



iMovie is a great video editing software for Mac users which is completely free. The software is very straightforward to use and ideal for beginners with limited experience. The app usually comes pre-installed on Mac devices.

[WEBSITE](#)

TikTok



While TikTok is a social network, the video sharing platform allows users to quickly make engaging videos for free. Many businesses use it as not only an additional social media channel but also to create day-to-day video content.

[WEBSITE](#)

Adobe Premiere Pro



This fully comprehensive software is recommended for more advanced users requiring higher quality content. Unlike the others, this is not free but you can avail of a free 7 day trial.

[WEBSITE](#)

SEARCH ENGINE OPTIMISATION

SEARCH ENGINE OPTIMISATION (SEO) TOOLS

What is SEO? It is the process of improving a website to enable it to rank higher in search results when users search for specific words and phrases.

It increases your visibility when people search for products or services related to your business in Google, Bing, and other search engines.

So why is this important? This inbound marketing strategy allows you to attract your target audience, create quality leads and increase your sales/traffic among many other benefits.



DID YOU KNOW?

The top 5 results get 75% of the clicks

Google Search Console



Measure your site's search traffic and performance ensuring you rank highly in the Google Search results. Monitor, improve and optimise content founding better company-wide results.

[WEBSITE](#)

Ahrefs



This 'All-in-One' SEO toolset which is similar to SEMRush allows users to optimise their website, analyse competitors, study what customers are searching for and track ranking progress.

[WEBSITE](#)

Clearscope



Take advantage of keyword opportunities and optimise your existing content. Useful for content writing by recommending keywords, headers & readability to help you write or rewrite high-ranking, well-balanced blog posts.

[WEBSITE](#)

SEMRush



Provides analytics reports to help better understand your website's search data, traffic, or even your competitors. Includes Domain Vs Domain analysis, allowing you to easily compare your website to your competitors.

[WEBSITE](#)

CUSTOMER RELATIONSHIP MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)?

CRM is a technology facilitating the management of business-customer relationships. It's a process in which a business or other organisation administers its interactions with customers, typically using data analysis to study large amounts of information.

It helps companies to stay connected to customers, streamline processes and improve growth and profitability.

CRM helps businesses build a relationship with their customers that, in turn, creates loyalty and customer retention. It enables business to get personal at scale.



DID YOU KNOW?

Firms using CRMs increase their sales by 29% on average.

HubSpot



HubSpot's free CRM tools track customer interactions automatically across multiple social platforms. Every interaction is stored systematically and the entire sales funnel can be viewed instantly on a clean visual dashboard.

[WEBSITE](#)

Salesforce



Salesforce offers a unified platform to improve customer relationships. This increases productivity, keeps the pipeline filled with leads and enhances the customer experience

[WEBSITE](#)

Pipedrive



Pipedrive's features help salespeople prioritize deals track performance and predict revenue. Admin tasks are eliminated and automatised.

[WEBSITE](#)

Freshsales

Freshsales

A straightforward user interface to help discover the best potential leads, boost customer engagement and nurture existing clients. The freemium plan helps businesses to get started.

[WEBSITE](#)

WEB ANALYTICS

WEB ANALYTICS

Analytics helps us see insights and meaningful data that we might not otherwise detect. By tracking analytics, organisations can make informed decisions that will help to increase sales, reduce costs, and make other business improvements.

Data
Collection

Identify
Trends

Adapt to meet
customer
needs



DID YOU KNOW?

Google Analytics is the most popular Web Analytics tool in the world

Google Analytics



Google Analytics offers free tools to analyse data for your business in one place, so you can track your performance use and your insights to deliver business results.

[WEBSITE](#)

AppsFlyer



Simplifies data and gives a unified view of performance to enable efficient and effective decision making. The cross channel insights help to drive conversions, improve customer retention and increase revenue.

[WEBSITE](#)

LinkedIn Analytics



LinkedIn Analytics is a free tool to measure the effectiveness of your social strategy by monitoring engagement and identifying demographic information about your viewers

[WEBSITE](#)

Twitter



Twitter uses high level statistics to show how your audience is responding to your content, what works well and what doesn't. By optimising this data for future campaigns, you will reap better results.

[WEBSITE](#)

OTHER USEFUL TOOLS

Mailer Lite



Pop-ups on your website: When a user visits your website and if for example they move their cursor to the exit button, a pop-up will appear with a message of your choosing.

[WEBSITE](#)



EXAMPLE

E.g. Before the user leaves, you could have a banner that pops up with an image saying "Before you leave, why not get 10% OFF your first order!".

Userlike



Live chat on website: It is often a small concern that stops a customer converting. If they can ask a question and quickly get a response, they are more likely to convert. Paid versions of this tool and other similar tools allow geo targeting.

[WEBSITE](#)

Audiense



A free tool to help discover how to best engage and activate your audiences across multiple channels by putting consumer segmentation and cultural understand at the centre of the strategy.

[WEBSITE](#)

Hotjar



Hotjar enables companies to view what areas of the website gets the most interaction, and what areas get ignored. This helps to spot opportunity areas and focus on the most valuable users.

[WEBSITE](#)

Later



Later is an all-in-one social marketing platform for the top social networks. Plan, analyze, and publish your content in a few clicks – so you can save time and grow your business.

[WEBSITE](#)

Loomly



Loomly is a low cost tool which empowers teams to manage every aspect of the social media communications in one tool. Helps to build a successful brand on social media.

[WEBSITE](#)

Digi2Market

About Us

Digi2Market is an EU funded project under the Interreg Northern Periphery and Arctic Programme. The project is supporting SMEs to help them enter new markets by:

- Using emerging immersive technologies; Virtual Reality, Augmented Reality and 360° video.
- The development of a marketing toolkit (Digital).
- Building a B2B Online Network to enable Digital Hubs and SMEs in rural regions create virtual networks.
- Creating a Green Framework to help SMEs move towards sustainable practices / certifications as appropriate.

The project addresses three challenges in peripheral regions: isolation of enterprises and small markets, communication difficulties, and lack of economic diversity. Digi2Market is an innovative project that seeks to provide an integrated solution to enable SMEs in the Northern Periphery and Arctic to develop new markets.

The project harnesses the latest technologies to overcome distance and communication barriers, and isolation through online networking. The project aims to enable international growth of regional enterprises by raising awareness about markets beyond their local regions.

Partners

The partners in the project are Udaras na Gaeltachta & WestBIC from Ireland, ICBAN and Ulster University from Northern Ireland, Karelia University of Applied Sciences from Finland and SSNV (Business Development Agency) from Iceland.



Údarás na
Gaeltachta



Irish Central Border Area Network
The Cross Border Group for the Central Border Region of Ireland/Northern Ireland



Northern Periphery and Arctic Programme
2014–2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund



DIGI2MARKET
immersive technology for SMEs

Contact Us



Website: <https://digi2market.eu>

Social Media



[@Digi2Market](https://twitter.com/Digi2Market)



[@Digi2Market](https://facebook.com/Digi2Market)

Please Note:

The information provided in this booklet is correct and accurate to the best of the Digi2Market project's knowledge at the time of writing. However, please be aware the information published in this booklet may change and/or become outdated as time elapses.

The suggestions made in this booklet have not been endorsed and the suitability of each tool varies depending on each individual company based on various factors such as company size, budgets, marketing importance etc.



DIGI2MARKET
immersive technology for SMEs



**Northern Periphery and
Arctic Programme**
2014-2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund