

Tools and templates



Testing where to spend on your online marketing

There are a huge number of ways to develop your online presence and reach new customers – where do you start?

Follow this checklist to find out how to identify potential channels, test what works and decide where to allocate your budget.

Learn about your target customers

Start by building up a clear picture of who you want to reach.

- List the key demographics of your target audience (age, location, income, etc)
- Think about their challenges, needs and aspirations
- Consider how your business could help – what problem are you solving for them?
- Use this information to create customer personas

Research their online habits

Once you've established customer personas, find out where they spend time online.

- Research where your target customers are likely to spend their time online (you can often find demographic data on the most popular social media channels, for example)
- Speak to peers who target similar audiences to find out which channels they've had the most success with
- Analyse competitors' online presence to see where they're most active
- Interview existing customers or run a focus group to check your research is accurate

Start testing

Choose a small number of channels to start with and build from there.

- Choose two to three online channels you're going to test, based on your research
- Define what initial success looks like for each channel (for example, number of views or clicks)
- Set a time limit for your test (allow for a month of trial and error at the start)
- Set a small budget that can be scaled when you know what works
- Monitor your tests regularly and tweak wording, imagery and the frequency of posts

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Track the source of sales

Online marketing is often the first step in the funnel, so it might be weeks or months before a customer makes a purchase. Make sure you track the source of sales, so you can see what's working.

- Ask customers where they heard about you at the point of purchase
- Send a follow-up email to ask, which includes an incentive to reply (like five per cent off their next purchase)
- Use different voucher codes for different platforms to track where customers came from