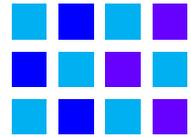


# Big Mama Marketing

*Beyond the click*

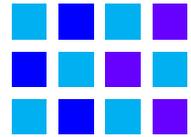


Big Mama Marketing  
*Beyond the click*

# An introduction to Big Mama Marketing & Digital Analytics

- **DATA AND IT'S POWER**
- **GOOGLE ANALYTICS**
- **SOCIAL MEDIA INSIGHT ANALYSIS**
- **DIGITAL MARKETING SERVICES**
- **CHARGES/CONSULTANCY FEES**

# DATA AND IT'S POWER



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*Beyond the click*

We now live in a world where data and the management of data has become king.

So what does this mean? It means identifying what triggers action taken by our users and followers. This empowers business owners in being able to define the success or failure of online marketing activity.

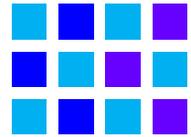
The image and digital activity world businesses now operate in, has become extremely valuable to today's modern business. So it is critical that businesses use digital analytics to *look beyond the click*, and determine

- a) **Where do your web visitors come from?**
- b) **Whether your marketing activity is successful or not**
- c) **Whether engagement with your online activity or positive responses can relate directly to the bottom line, and convert into actual sales.**

## Insights and Analysis

Success and KPIs (Key Performance Indicators) in the digital world must be defined. That is to say a business needs to know and understand how effective their online activity is, in order that it can be properly measured and adjusted as appropriate.

# DATA AND IT'S POWER



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## E-Marketing

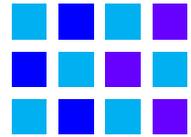
Some of what we do with data today, means we need to embrace the modernisation of old methods, such as newsletters.

This modern newsletter is now called E-marketing, however, much like social media activity the art of the process is to make people want to open your email. The fact that they have signed up to receive your newsletter establishes an interest in what you do.

People often question the headline of a national newspaper social media newsfeed? However, their marketing director has one objective in this respect and it is to get people to open it.

Newsletters today are not printed and posted out to interested parties. It is a true digital function of an online business, where conversion, open rates, and GDPR can be managed well. It gives you an insight into what your customers and potential customers want to hear from you. So for example you are not sending a customer a newsletter via email with an offer on steak when they are in fact vegan or vegetarian.

# DATA AND IT'S POWER



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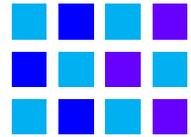
*Beyond the click*

## E-Marketing

A great way to understand your customers and potential customers is to use surveys, either sent via email or on your website. Collate and manage that data so that when you send out your beautifully designed emailed newsletter you are sending the right offers and information to the right customers. This is called segmentation. Which is how businesses manage who their customers are (see example above) and what they are interested in.

Finally, whilst collecting data from potential customers GDPR laws must be taken into consideration i.e. Opt-out from receiving info/easy to unsubscribe (whilst making sure that you collect data as to why), ensuring that those that have unsubscribed have their wishes respected. It is important to have a privacy policy on your website that is clear and easy to understand

# GOOGLE ANALYTICS



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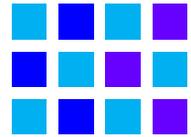
Google Analytics is a web analytics tool offered by Google to help you analyze your website traffic.

For many companies their website is a hub for their digital traffic. What is important though is where that traffic comes from (e.g. Facebook posts, Instagram posts or Twitter posts etc.). Which pages on your website are effective, so for example you can see whether your blogs are being read. If you are allocating a high level of resource into the development of your blogs, this information gives you the information you need as to whether you need to cut the resource or review the blog content.

When you use marketing activities such as search ads or social media ads, Google Analytics will enable you to understand what peaked their interest and what web pages they visit, and, how long they stay is critical to manage what you put your web site and to understand which pages are the most and least popular.

Google Analytics also allows you to measure conversions, so if you have items on your website that generate sales, you can get information that shows you what is generating those sales online.

# GOOGLE ANALYTICS



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*Beyond the click*

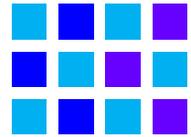
As can be seen from this extract from a client KPI report , it was possible to quickly establish that the products being searched for were not actually stocked by the company. This allowed for a product review to ensure that what their customers actually wanted was reflected in the products sold on the website.

## Search Statistics

This can give you a valuable insight into what visitors are looking for and ultimately expecting to find on your website. This list displays exactly what visitors or bots have entered into your search box so you may encounter some strange search terms.

#	Search Term	Searches	Latest Search 	
1	<a href="#">oppo a3s display</a>	1	20/03/2020 16:31	<a href="#">Delete</a>
2	<a href="#">goophone x</a>	1	20/03/2020 14:22	<a href="#">Delete</a>
3	<a href="#">airpods cases</a>	1	18/03/2020 16:13	<a href="#">Delete</a>
4	<a href="#">mobile phones</a>	1	17/03/2020 19:04	<a href="#">Delete</a>
5	<a href="#">panasonic white cordless phone</a>	1	11/03/2020 21:55	<a href="#">Delete</a>

# SOCIAL MEDIA INSIGHT ANALYSIS



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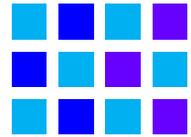
## Social Media Insight Analysis

This allows a business to understand which posts your social media visitors/followers engage with most. If you have a post on social media that has a high level of engagement, you can then use that information to align it with your marketing objectives, and what needs to be included in your marketing strategy planning.

Basically, replicate what works, and make it part of how you meet your marketing objectives.

Once an improvement in social media engagement is identified, Google Analytics is then used to see what pages on the website are visited, whether a purchase is made and from that information, adjustments can be made to ensure that social media activity can be successful and have a positive impact on revenue.

# DIGITAL MARKETING SERVICES



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*Beyond the click*

## DIGITAL MARKETING SERVICES

### Google Analytics

If you have a GA account, BMM can analyse where your web visitors come from? how well each of your web pages and the links on your web site perform.

Some web design platforms have an inbuilt analysis tool which for some small businesses or start-ups this may be adequate to begin with. BMM are familiar with most web design platforms and will be able to support your need for insight/analysis.

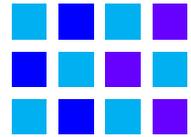
### E-marketing Management

Managing your newsletter subscriptions.

Helping you to talk to your customers, clients, and other interested parties. Maintain contact management along with powerful data analysis including email open rates and sales conversion information.

**Note:** This may depend on the preferred E-marketing service clients prefer to use.

# ADDITIONAL SERVICES



Big Mama Marketing

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## BLOG/COPYWRITING

### Blog Writing

Engage your potential customers and followers with content that keeps them visiting your website and drive your web traffic.

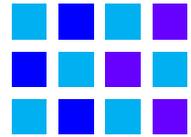
Demonstrate you are an expert in your field by providing blogs web visitors can refer to.

This is a superb tool to drive traffic to your website. Along with Google Analytics, it can soon become clear whether your blogs are being read or whether web visitors end up else where.

### Copywriting

This is also known as writing copy. Aside from writing content for your blogs, BMM can also write copy for your social media posts, press releases and web content.

# ADDITIONAL SERVICES



Big Mama Marketing

*Beyond the click*

## GDPR

### How can BMM help you manage your GDPR legal responsibilities?:

BMM can write a GDPR policy for your website and E-marketing purposes.

Manage your database activity to ensure you are on the right side of GDPR law.



### What is GDPR? - *The **General Data Protection***

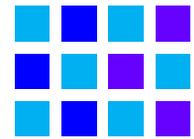
***Regulation (GDPR)** is the toughest privacy and security law in the world. Though it was drafted and passed by the European Union (EU), it imposes obligations onto organizations anywhere, so long as they target or collect data related to people in the EU.*

### The 7 principles of GDPR are:

- Lawfulness, **fairness** and **transparency**.
- **Purpose** limitation.
- Data minimisation.
- **Accuracy**.
- Storage limitation.
- **Integrity** and **confidentiality (security)**
- **Accountability**.

Processing includes the collection, organisation, structuring, storage, alteration, consultation, use, communication, combination, restriction, erasure or destruction of personal data.

# CHARGES



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*Beyond the click*

## Consultancy Services

First hour is FREE to discuss the general needs and overall scope of engagement.

**Charge - £26.44 Per Hour\***

## INITIAL DIGITAL ONLINE REPUTATION ANALYSYS

This takes a look at your current digital status on a regular basis:

**Profile** – Profile pictures, cover pictures, contact information and links.

**Footprint** – Followers/Following, frequency of posts, and content of posts (including image quality).

**Insights** - \*\*Level of engagement, type of engagement e.g. Comments or CTR (Click Through Rates)

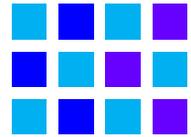
**Competitor activity** – What is working for them in terms of engagement\*\*, imagery, and frequency of activity.

This includes a weekly report with recommendations.

**Important Note:** Most of our services require a minimum of 2 hours.

\*Based on

[https://www.payscale.com/research/UK/Job=Marketing\\_Manager/Salary/ba26d3b8/Experienced-London](https://www.payscale.com/research/UK/Job=Marketing_Manager/Salary/ba26d3b8/Experienced-London)



Big Mama Marketing  
*Beyond the click*

## Thank you for considering Big Mama Marketing.

Every business is different and has different needs dependent on their target audience.

BMM are here to make the digital world easier to navigate and affordable to the average person starting a new business with a digital online presence.

You can call anytime for a no-obligation chat FREE OF CHARGE on **07806 819673**

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**Tel. 0208 406 7655 / 07806 819673**

**Email: [Bigmamamarketing@gmx.co.uk](mailto:Bigmamamarketing@gmx.co.uk)**

**Web: [www.bigmamamusic.com/marketing-services](http://www.bigmamamusic.com/marketing-services)**