



Digital Marketing

Success and creating momentum

My daughter loves ITV's Dancing on Ice.

That's fine, but for me the only good thing was Todd Carty's memorable careering off the ice, totally out of control, (see YouTube <http://www.youtube.com/watch?v=NW0AKVO6eLM>) You have to watch this!

This created a huge number of hits and Todd's lack of skating prowess got me thinking about momentum, or rather, once you have it, how do you control it – unlike Todd!

Momentum is involved with everything we do, both physically and mentally, and it's often what determines whether success goes on to achieve greater things.

Some pop bands have it

Think about all those pop bands and their one hit wonders, while others like REM, Status Quo (!), Barry Mannilow (!!!) have stayed with us. They created a machine that churned out the numbers and they planned it and created the momentum that made it work.

Hey, we can't all sing like Barry and we don't want to skate like Todd, but in these competitive times, you can build momentum and get more out of your hard earned cash to deliver increased sales and calls.

Many people I talk to, think of online advertising like ebay. If it's on the internet it has to be a one off and cheap. In reality, it's not about either of these but about what it takes to launch a campaign, create interest that self generates its own momentum and leads to increased loyalty and strong brands.

Scary times

But doing digital marketing properly often scares people, even though you can measure its performance in detail, every hour of every day, plus having the flexibility to continually improve that performance.

So the secret of momentum is to create your advertising (say, pay per click) than bring in supporting marketing like emails, video or viral to keep prospects and clients watching for what's coming next. Set a blog running so that they can comment and form a community and keep testing to improve every step.

Like a pop band, the minute you drop off the airwaves you're toast.



It takes commitment

I know this sounds like the vacuous celebs in Heat magazine, but if you think about the marketing behind what they do (elbowing their way into the limelight) it isn't too different to your market. To get it right is going to take commitment.

Sufficient momentum won't be created from simply using pay per click or email. You have to get all channels firing including writing articles, taking part in forums and using video syndication. It's all too easy to lose momentum and disappear off the results pages, and hard and expensive to re-establish your brand presence.

Expectation

Momentum is important because it creates expectation requiring instant gratification, so that what they expected came along when they expected it. They will then look out for more AND tell their pals.

The internet may seem like the American wild west, but people using it are incredibly conservative in how they use it and what they want from it. Hit them with gentle but entertaining reminders (adverts, videos, blogs) about how wonderful you are (be subtle), then they'll start to get the message and they create momentum for you.

To get moving, call me on **01925 262 800** or email: gerryw@flyingveemgt.co.uk