



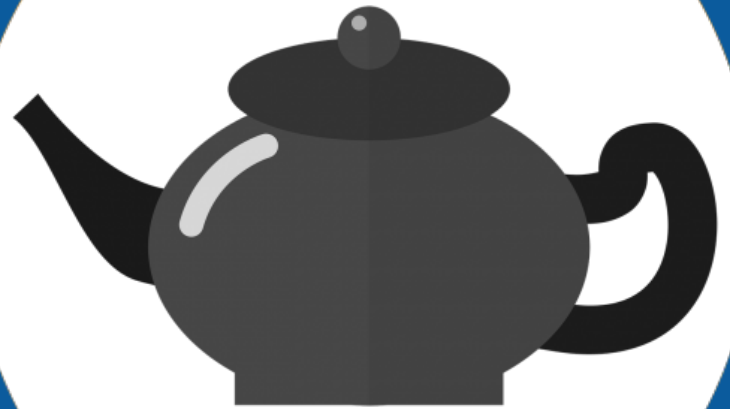
Using WordPress to Power Your Digital Marketing



**WordPress
Can't Power
Your
Digital
Marketing.**



**WordPress
Can't Power
Your
Digital
Marketing –
Alone.**



What We'll Cover Today

- Marketing Basics
- User Experience
- Admin Experience
- Plugins & Tools
- Q&A



What We'll Cover Today

Andrew Schulkind

Digital Strategist

20+ years B2B

experience with a
focus on mission-
driven businesses.



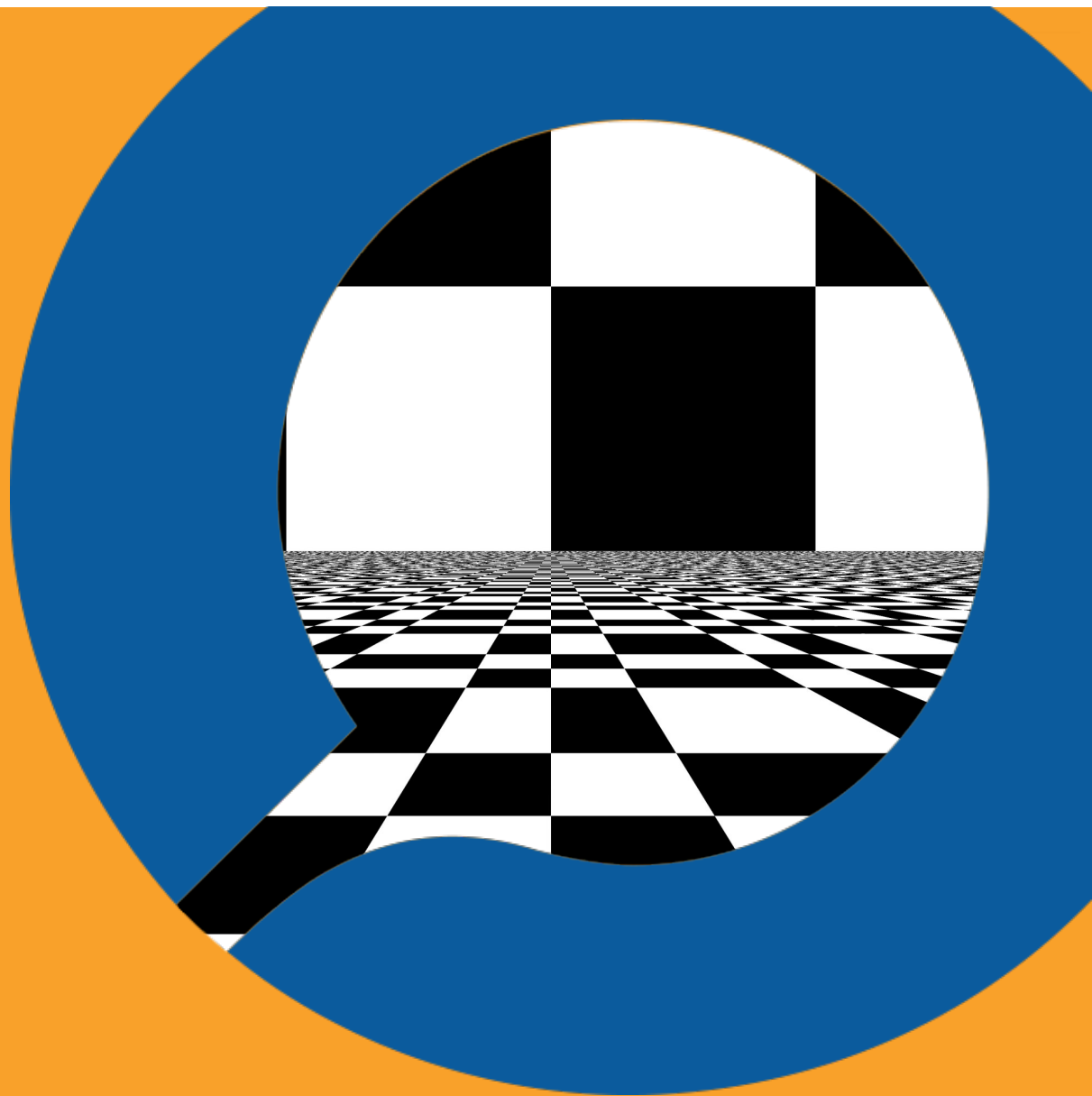


**Your Prospects Don't Care About
You.**

**Your Prospects Don't Care About
What You Do.**

**Your Prospects Care About What
You Can Do for Them.**

**Build Your
Website From
Your
Audience's
Perspective.**



Marketing Basics

- Establish Trust
- Provide Value
- Stay Top of Mind



photo: [Max Pixel](#)

Marketing Basics

- Defining audience segments
- Defining your message
- Differentiation and USPs
- Understanding what you want your audience to do on the site
- Defining success and the metrics with which you'll measure it
- Creating a system for on-going results



photo: [Max Pixel](#)

User Experience

Who Is Your Website Built for?

- Language
- Tone & Attitude
- Organization



Admin Experience

**Is Your Website
Team Smiling?**

- Ease-of-Use
- Consistency
- Efficiency

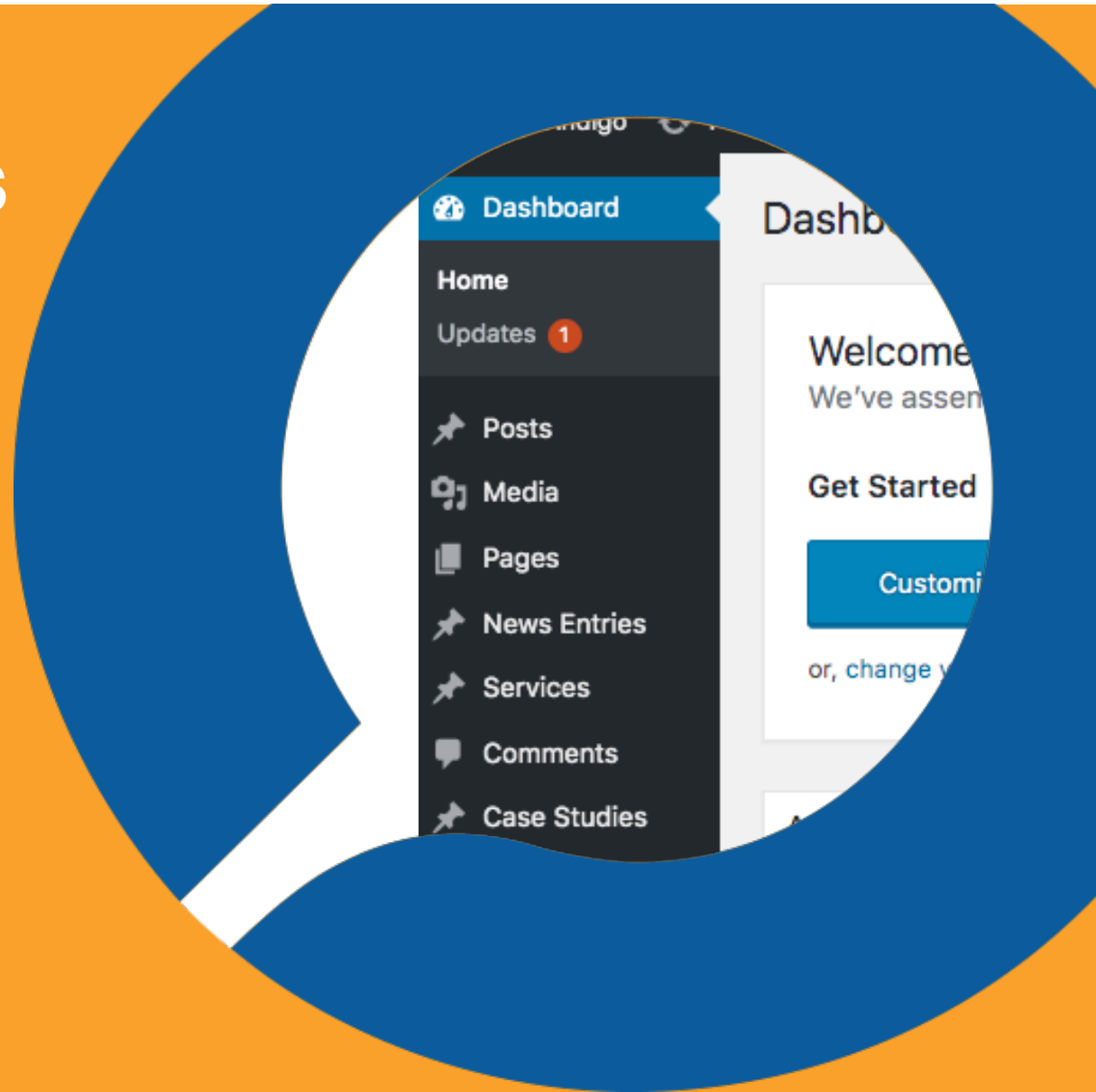


photo: [Pixabay](#)

Custom Content Types

Plugins to create a more usable front end by providing more dashboard options

- Custom Post Types UI
- Advanced Custom Fields



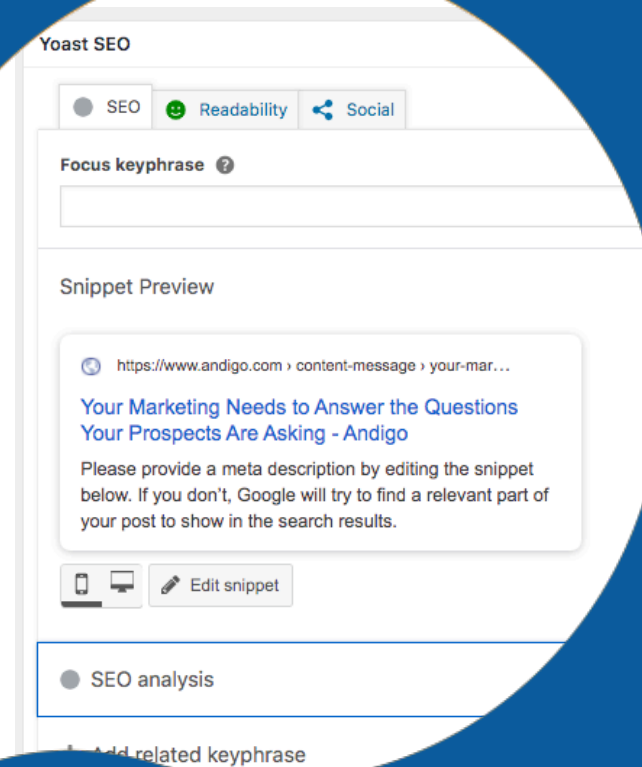
Customization and Personalization

- Progressive profiling
- CRM integration
- Email integration
- Privacy, opt-in, etc.



Yoast

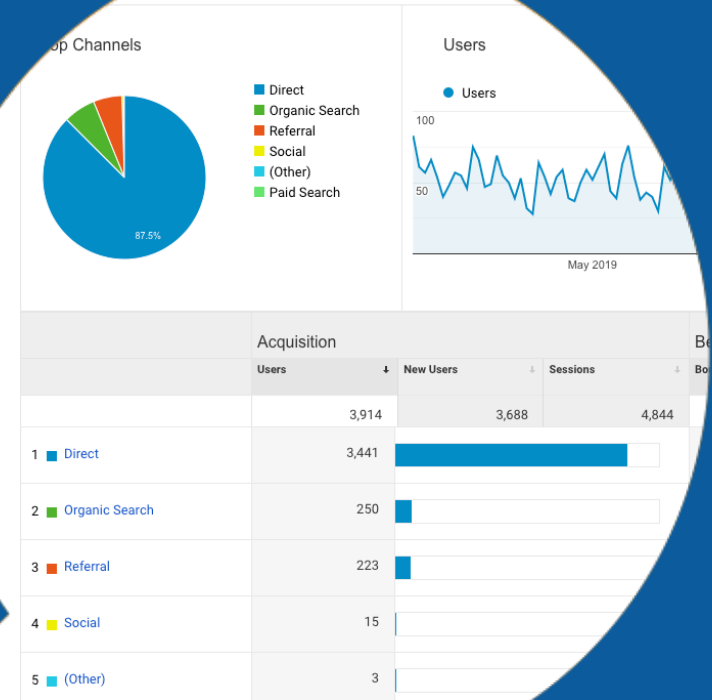
- SEO
- Readability
- Social



Google Analytics & Beyond

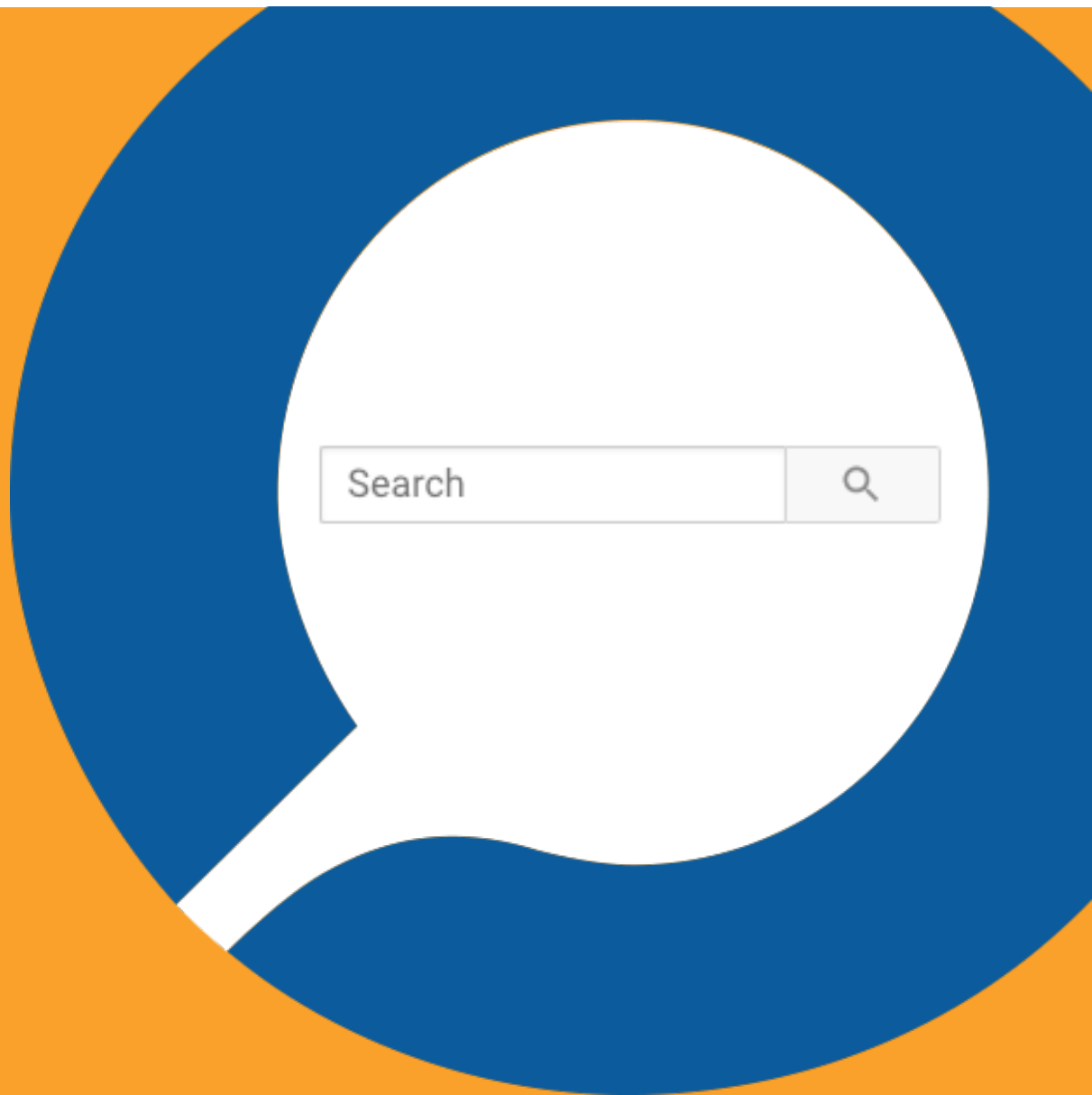
- Acquisition
- Engagement
- Conversion

Build URLs with parameters.



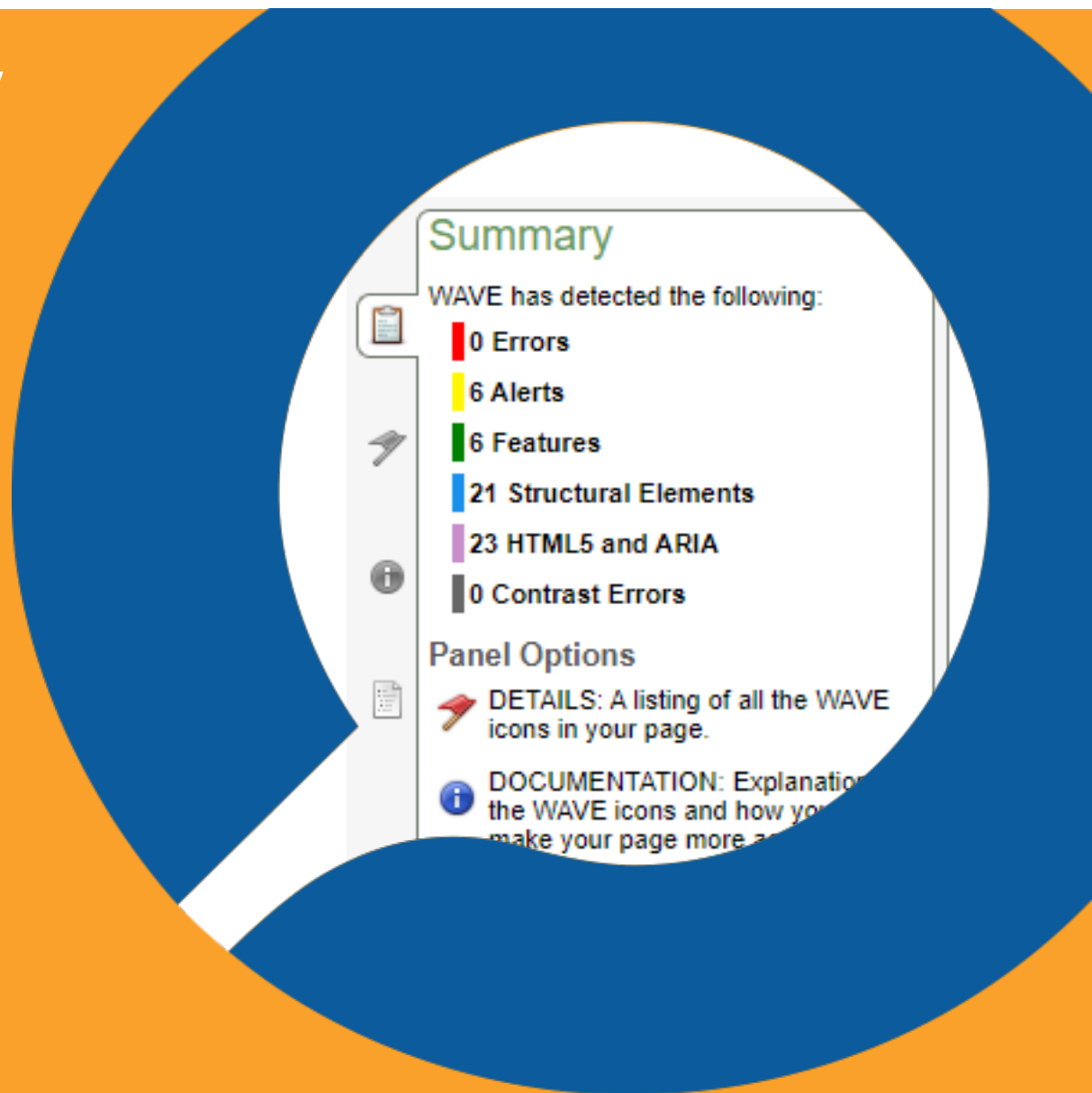
Website Search

- Incredible insights possible
- Use with caution



Accessibility Compliance


- Good business
- Legal requirements



High-Quality Hosting

Performance is a factor in marketing

- SEO
- User experience



All-SSD VPS Servers

With all-SSD storage, datacenter-class processors and RAM, and guaranteed resource provisions, the upgrade to VPS is an upgrade in performance. Scale your server as your needs change, with up to 10 GB RAM, 4 vCPUs, and 300 GB all-SSD disk space.



Easy Scaling

Changing your hardware to meet your changing needs doesn't have to mean risking hidden costs. Pair doesn't impose upgrade or downgrade fees. Size your VPS up or down as your needs change, and you'll only pay the difference between your old and new account prices. It's that easy.



Enhanced Privacy and Security

With free SSL certificates, a free dedicated IP address, your own operating system installation, and your own dedicated file system, VPS hosting offers a privacy and security advantage over traditional hosting configurations.

Managed VPS Packages

Starter

VPS Starter I

\$29.95/mo

- ✓ 24/7 Support
- ✓ 20 GB Disk Space
- ✓ 2 GB RAM
- ✓ 1 vCPU
- ✓ 500 GB Transfer

Sign Up

VPS Starter II

\$39.95/mo

- ✓ 24/7 Support
- ✓ 30 GB Disk Space
- ✓ 2 GB RAM
- ✓ 2 vCPUs
- ✓ 750 GB Transfer

Sign Up

User Guide & Training

- Reduce friction
- Maintain consistency (message, presentation.)



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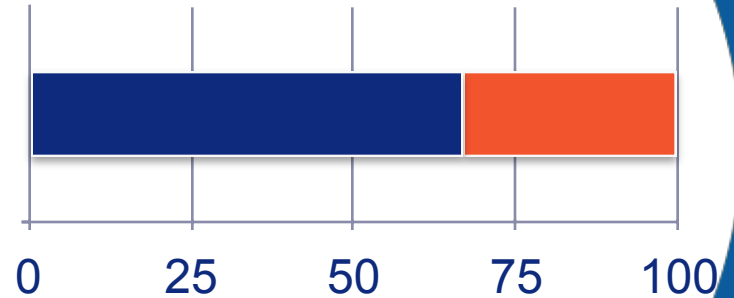
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"Most B2B buyers are already 57% of the way through the buying process before the first meeting with a representative"

Accenture, 2018



Plan Ahead

- Strategy Brief
- Site Map
- Wireframes
- Functional Spec.
- Creative Brief
- Content Strategy





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