



WILDE
TIME
MARKETING

OUR STORY

www.wildetimemarketing.com
contact@wildetimemarketing.com

CONTENTS

3

OUR STORY

4

EMAIL MARKETING

6

SOCIAL MEDIA

8

SEO

OUR STORY

Once upon a time lived a young ambitious boy slaving away at a desk...
Bored out his mind he created a business, yet all didn't go swimmingly...
Put in contact with a wizard called Traian his future was going to change forever...

Over the next 5 years both James and Traian built out their own start ups from scratch...
A roller coaster ride with over 50 combined employees to give them many restless nights...
Yet trying to kiss many marketing frogs we could still not find their marketing prince...

After the courageous decision to go it alone and do their own marketing, an eureka moment happened...
They looked at each other and said – hold on, we are quite good at this...
We understand what emotions people have when looking to find marketing support...

Abracadabra – Wilde Time Marketing was born – Wilde after Oscar, but also because once you've fed Traian a beer or two, many nights can also turn "Wild"!

During this journey we have had to learn so many modern techniques for marketing. It was not easy and we made many mistakes! But we had skin the game and we had to learn fast.
Read on to discover three areas of marketing that we think every business needs to have a presence in as a bare minimum...

3



EMAIL MARKETING

Is email marketing dying? It's so 2005!

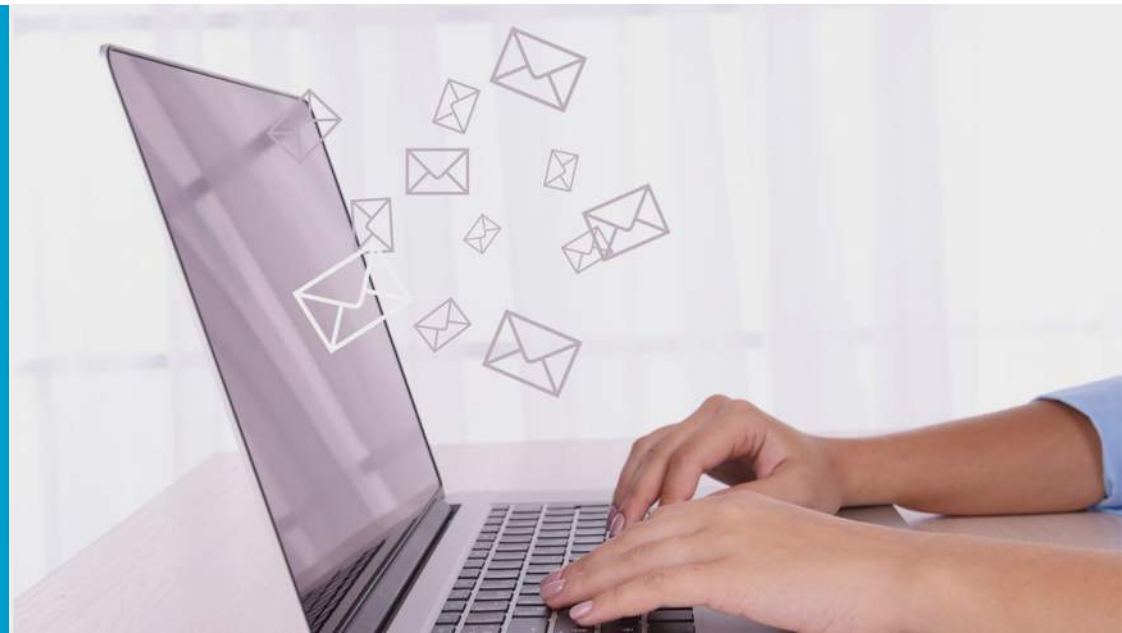
No one respond to emails anymore – they are too busy!

This is very true if you pursue email marketing without a plan, without a purpose and without any relevance.

The reason people switch off to emails is because so many businesses adopted the spray and pray approach! Send out a thousand emails and maybe someone will respond! As a result email marketing took a huge hit as a credible platform.

Here is a pop quiz for you – do you know how the biggest email providers (gmail, Microsoft etc) works? Unbeknown to many people (and equally a lot of “marketing agencies”!) they started deploying engagement scores and algorithm to emails to assess engagement.

So in 2017, if you have been landing in an inbox and the user just skims over your generic message and never engages – expect a transfer to the spam folder prompted not by the user, but by the email provider! They understand that if they can start filtering out emails that clog up the inbox, they will be offering a better service themselves!



So this has forced many marketing tools designed to give marketing teams an edge to up their game!

Arriving on the scene is much better ways to:

A

Personalise emails so the customer understands you know who they are (humanising content is a big part of what Wilde Time Marketing aims to do!)

B

Data analytics – A/B testing is as old as old as all marketing concepts – in today's world you can tell if a particular call to action button working better others almost immediately?

C

Automation – Humans are so predictable. Many will follow only a set number of paths. This makes your ability to change the content they will receive if they decide to respond with option B rather than option A very easy. What is better, is because you know how they are responding, you are likely to know what they need next! This makes it a perfect environment to automate content to take full advantage of the grand old 80/20 approach everyone LOVES to talk about!

In our view one of the hardest parts of the equation for inbound marketing – attract, convert, close and delight – is convert. We find that the biggest jump between each stage is from attracting to converting. It's like dating – at what point do we become exclusive and delete our Bumble apps!

Email marketing, if done well, lands you into a very personal and responsive environment for your customers.



SOCIAL MEDIA

Very easy to do well – insanely hard to master!

But the rewards can be transformative if you find the end of the rainbow.

The obvious reason that social media is a must on all business to do lists is that it is simply the best connection for your business to a large audience. The size of the audiences you can connect with without leaving your office is truly phenomenal! Just ask yourself why so many of these celebrities can earn hundreds of thousands of pounds with just a single tweet!

In terms of marketing your business on social media, times have changed massively in only the last 18 months. A few years ago, you could release a funny tweet and you could pick up a number of new users. From some of our research, we have found that the number of quality engagements have nearly doubled before a user takes you seriously.

This means that your social media distribution now needs to be so much more structured and focused! This is where many businesses now fall down.

At Wilde Time Marketing – we focus on three essential pillars of any social media campaign:

Consistency, Voice and Relevancy



CONSISTENCY



Let's be honest - social media is selfish and people are only following you to reinforce their own existence. They will want to know what they are getting from you and WHEN! Within reason, subconsciously, they will want you to be posting regular and with a pattern! This will be a bridge of trust and over time increase engagement.

A **social media content schedule** is just as important as a map is if you were to try and climb Everest!

VOICE



if your view is tepid then you will fall foul of social media! The audiences are so large that you will be able to find pools of people who support your view so it doesn't matter what side of the fence you are on. But you cannot sit on the fence. It is essential that you know what your **USP's** are - as they need to be projected on social media. If you build it (your voice), they will come!

RELEVANCY



Going back to why people follow - they are seeking for information or status that helps give them identity (oh and yes, I am fascinated with human psychology, and yes, one day I will do a PhD on the subject!). Before any large social media push understanding the **persona** of your audience is a big tick in the box! Make the content relevant for your audience and you will be a happy little bunny!

To turn a good campaign into one of those that allows you to start looking at yacht brochures we believe you need all three of these. Even then - there is no guarantee, as no one can work out why a video of a cat meowing the British National Anthem can get 500m views, yet the same moggie who can belt Les Marseillais with the same gusto only gets 5 likes and a bunch of trolls at the bottom of the comment thread!

SEO

Maybe you were hoping for a modern technique that was at the forefront of marketing for our last introductory item! Yes, I am sure these do exist but if you want to get a load of traffic for free (well its not really free, as a lot of work goes into at the beginning) SEO is essential.

I am sure everyone knows that being number one of Google gets you an exponentially disproportionate amount of traffic compared to your competitors and it is true! Let some of this sink in:

91.5%

of the search volume goes to those searches on page 1

32.5%

of search volume can go to the top ranking on page 1

Google has

12bn

searches a month!

93%

of buying decisions start online!

1.17bn

unique searches a month!

Those numbers are scary! And if you get towards the top of the pages it is all free (once you are there!).

A solid balance between organic volume and PPC is a holy grail for all businesses!



We can spend an entire ebook talking about solid SEO practices – oh and we do – but for the purpose of this story we just want to show you how important it actually is.

What is important to remember is that SEO is an ongoing commitment! Links break, backlinks become toxic, content accidentally gets duplicated, keyword volumes change and Google change their ranking factors (yes – Bing etc is important, but the cross over between Google and the rest can be similar). Stay on top SEO, make constant improvements and focus on key areas and then break them into niches.

CONCLUSION

There are so many other marketing concepts, challenges and concerns to worry about yet get these three pillars nailed and you are going to be very competitive in your market!

At Wilde Time Marketing we pride ourselves at being able to perform in all these areas. We would be delighted to chew the fat about all things marketing. Our focus is always on getting your business to the level you want.

If you have any question at all – feel free to email james.pope@wildetimemarketing.com right away.

